SEPTEMBER 30, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

notes on an afternoon spent leisurely

with more or less pointed references to facts that should make any timebuyer, or advertiser, feel that life's worthwhile . . .

WE WANDERED DOWN the hall at WOR the other afternoon, a vacant man, just bound for the water-cooler. From a transom on our left came a voice, brisk and impatient on the telephone, "Tell him it's in the letter, but if he lost it, here's the story. Got a pencil? Okay—Now: About one-quarter of all the clothes bought in America are bought in the 7-state, 16-city area WOR covers. Got it? Good. Food? Well, 20% of all food bought in the country by people is bought in the WOR area and that means $2,066,534,000 worth of cash changes hands every 12 months. Now . . ."

We walked on; there was a comforting finality to the raw facts as the brisk voice reported them.

Outside another room two offices down, our What's-the-Square-Root-of-the-Root Department director emerged.

"So I said," he was stating to a WOR salesman who accompanied him, "more than 15% of all the eating and drinking places in the United States are in the states WOR covers. And, mind you," he pointed out, "they do ¼ of the nation's business for an annual take of $846,760,000." The salesman looked properly impressed as they rambled toward the stairs.

At the water-cooler a gentle smallish man we'd never seen before was talking to one of the WOR producers. "If I were you," he was saying, "I'd talk more than programs to that account exec. Tell him the show on WOR will sell furniture because people in the places WOR reaches spend $333,558,000 for it every year. And as for that drug account, about 15% of the nation's drug sales are made here . . ."

Despite the rumbles in Iran and in the East, our world suddenly seemed a wonderful place . . .

We sat at our typewriter, we pecked carefully. Out of it came . . .

". . . WOR's probably one of the most wonderful buys in America today. WOR is . . ." We x'd the next phrase hastily and just wrote with calm finality:

"The number is PE 6-8600. Our address is

wor

—that power-full station at 1440 Broadway, in New York"

MUTUAL

YOU CAN ALWAYS KEEP YOUR FINGER ON WHAT HAPPENS IN CHICAGO...*THROUGH*

WLS "FEATURE FOODS"

YOU . . . the manufacturer, the processor, the distributor of grocery-store products . . . you can always keep your finger on what happens in America's second market, Chicago, through unique WLS "Feature Foods"—a powerful, demand-creating *radio program* plus distribution-getting, sales-reporting *merchandising service* at no extra cost.

WLS "FEATURE FOODS" combines (1) Martha and Helen with their expert salesmanship to women, their 11-year, established audience and their personal appearances before women's groups, with (2) a merchandising staff calling regularly on 1,250 independent and voluntary chain food marts (the cream of the market), "selling" the grocer on all "Feature Foods" products, urging display, and reporting to the advertiser first-hand facts on merchandise movement, stocks on hand, competitive sales, and retailer attitude and comment.

Write now for your copy of the first of a series of case-history-packed folders, telling you exactly how manufacturers have used WLS "Feature Foods" to move merchandise off Chicago grocers' shelves . . and to keep a finger on what happens in Chicago. Write today to WLS or ask your John Blair man.

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

It's YANKEE NIGHT in the Old Town Hall

Lester Smith

THE ANSWER MAN

NELSON CHURCHILL

BILL HAHN

LOUISE MORGAN

BILL CUNNINGHAM

CEDRIC FOSTER

The
YANKEE NETWORK
is as much a
New England Institution
as the
Old Town Hall

★

ASK YOUR PETRY MAN
about availability
for sponsorship
of some of these
PERSONALITIES
who reach
New England's Largest
Home-Town Audience
thru
THE
YANKEE NETWORK

Acceptance is The YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

NEW Crosley ownership of WINS New York working feverishly to acquire new identity for station, shortly expected to make spectacular disclosure of added national accounts with billings running into six figures beginning with "2". James D. Shouse, president, and Robert E. Dunville, vice president, spearheading WINS' resuscitation.

INSIDERS are wondering what bearing, if any, ouster of Henry Wallace from Cabinet will have on radio regulation. As mentor of left wing New Dealers, Wallace numbered among disciples Comr. C. J. Durr, most leftish of FCC left wingers. Several other Wallace-ites, notably those who have espoused CIO radio causes, also are on FCC payroll.

OPTION to purchase control of KSTP St. Paul by Avco-Crosley (see page 15) follows series of quiet negotiations with others which ended in no sale. Among aspirants were Cowles Bros. and Ridders, both of whom publish St. Paul-Minneapolis newspapers in addition to other newspaper and station interests; Westinghouse and, at least in discursive stage on loan basis, NBC—with which KSTP is affiliated.

OFFICE of Education expected any day to break project looking toward installation of intraschool broadcast systems in every school. With aid of Radio Manufacturers Assn., U. S. agency is compiling manual to guide school officials in buying equipment. Office believes broadcasting so vital to national life and economy that practical classroom training in program and technical operations should be given.

FORMAL protest against FCC's wholesale licensing of daytime stations on clear channels to be filed shortly by Clear Channel Broadcasting Service. With clear channel case still in hearing stage, 1-A stations which are petitioning for power in excess of present 50 kw maximum, feel that daytime grants are muddying up, if not precluding, grants of proposed higher power.

FCC would be happy, in opinion of some observers, if grantees themselves took Commission, and perhaps selves, off spot developing from multiple grants to small towns. Buttressing belief, FCC last week, having already announced approval of merger of two of three grantees in Mayfield, Ky., population 8,600 [BROADCASTING, Sept. 16], re-issued same information in another form: Public Notice reprinting letter of approval to merging firms. Avco rule doesn't apply if firm giving up permit takes less than 50% of other company.

IN ITS QUEST for comparative data on economics of broadcasting (which heretofore have been used to show up radio in unfavorable light) FCC pursuing new studies designed to analyze back-to-Genesis relationship of broadcast advertising revenue to general business development and in contrast to other fields of endeavor. Dallas Smythe, assistant chief of FCC accounting division, heads project.

Upcoming

Sept. 30 - Oct. 2: ANA 37th Annual Meeting, Hotel Traymore, Atlantic City.

Oct. 3-5: National Forum on Electrical Research, Development and Application, Edgewater Beach Hotel, Chicago.

Oct. 10-11: TBA Second Conference, Waldorf-Astoria, New York.

(Other upcomings on page 67)

Bulletins

NABET engineers pulled plugs at NBC Central Division, Chicago, without warning Friday morning, putting southern leg of round robin out for nine minutes, according to network. Understood NABET engineers, acting on orders from President A. T. Powley, stopped feeding P&G's *Road of Life* and *Joyce Jordan* at 9:30 a.m. Chairman F. C. Schnepper of Chicago NABET chapter said he was instructed to resume service temporarily until 9:30 Friday night (see strike story page 18).

COMR. E. K. JETT of FCC will speak at Oct. 22 luncheon session of NAB Convention in Chicago, NAB announced Friday. Subject: "Application of War Developments to Postwar Broadcasting." Acting Chairman Charles R. Denny Jr. also to address convention (story on page 17).

MUTUAL Friday signed Bill Corum for color description and Jimmie Britt and Arch MacDonald for play-by-play in Gillette Safety Razor Co. World's Series broadcasts.

Business Briefly

WOV SIGNS PEARSON ● John E. Pearson Co., N. Y., representative, appointed by WOV N. Y. to handle exclusive sales of *1280 Club* 6:30-9 p.m., daily except Sunday. Ralph Wei WOV general manager, said interest of national advertisers in show prompted unusual one-program assignment to representative.

GREENFIELD ACCOUNT ● Coronet Radio & Television Corp., Lynbrook, L. I., N. Y., appointed N. C. Greenfield Inc., N. Y., to handle advertising for radio and television sets.

SEEKS SHOW ● Johnson & Johnson, New Brunswick, N. J., currently looking for program. *McGarry and His Mouse* and *Fighting Senator* among shows agency, Young & Rubicam, recommending. Both were summer replacements, *McGarry and His Mouse* on NBC for Bristol-Myers Co., *Fighting Senator* on CBS for Lever Bros.

FOOTBALL APPETIZER ● House of Old Molineaux, Boston (wines), signed with Yankee Network for new *Football Parade*, prior to Saturday afternoon play-by-plays during season. Agency, Hirshon-Garfield, Boston.

WILDROOT SERIES ● Wildroot Co., N. Y., Oct. 19 starts *King Cole Trio by Request*, Sat. 5:45-6 p.m., NBC. Agency, BBDO, N. Y.

BLAINE-THOMPSON Co., N. Y., named by N. Y. Democratic State Committee to handle advertising in campaigns of Sen. James M. Mead for Governor, Herbert H. Lehman for Senator, Erastus Corning II for Representative, and by Independent Citizens Committee for Election of Henry Epstein (for associate justice, Court of Appeals) and of Mr. Lehman. Radio planned.

CBS Asks Commercial Color Video Now

RESUMING battle for immediate adoption of ultra-high frequency color television before broadcasters and public have made heavy investment in low frequency black-and-white, CBS late Friday petitioned FCC to adopt standards and authorize commercial operation of color television stations in UHF frequencies.

Band 480-920 mc, now allocated for experimental video, requested. Standards for black-and-white operations in lower bands not affected. Hearing at which CBS and others can testify on proposal also sought.

Petition cited Commission statement of May 1945 that "a truly nationwide and competitive television system . . . must find its lodging higher up in the spectrum where more space exists and where color pictures and superior monochrome pictures can be developed through the use of wider channels."

In accompanying letter, CBS President Frank Stanton reviewed company's research achievements in video color field, pointing out CBS tests indicate completion of basic technical stages of UHF color. Further significant advances, he said, can be made only under conditions of commercial broadcasting with regularly scheduled program service.

"So long as color television continues in an experimental status," CBS declared, "the entire industry will be subject to uncertainty, and the investment of the public and broadcaster in low-frequency black-and-white television may be in jeopardy. The public is entitled to enjoy, at the earliest possible date, the inherently greater beauty and interest of color television picture."

Proposed changes in engineering standards would divide 480-920 band into channels 16 mc wide (compared to 6-mc channels in lower frequencies). CBS noted high band could have upper limit of 912 mc "or an additional 8 mc could be added to provide an additional channel between 912 and 920 mc."

FCC Commissioners and top staff men, attending RCA demonstrations at Princeton and Camden, not available for comment.

4 markets it pays you to cover

WGAL

LANCASTER, PENNA.

A Profitable Buy—This progressive station reaches a rich industrial and agricultural area. It assures advertisers excellent results because of proved listenership, developed by its top-flight network shows and effectively planned local programs.

WORK

YORK, PENNA.

Reaches a Sales-Rich Market—Here are many large, well-known industries and a rich farming countryside. Your product advertised over WORK reaches the prosperous greater York market which offers you excellent possibilities for product sales.

WKBO

HARRISBURG, PENNA.

Sales Results at Low Cost—Harrisburg, capital of Pennsylvania. Extensive industry and State and Federal employment payrolls assure steady employment. Residents enjoy a higher-than-average income. It pays to present your advertising story in this market.

WRAW

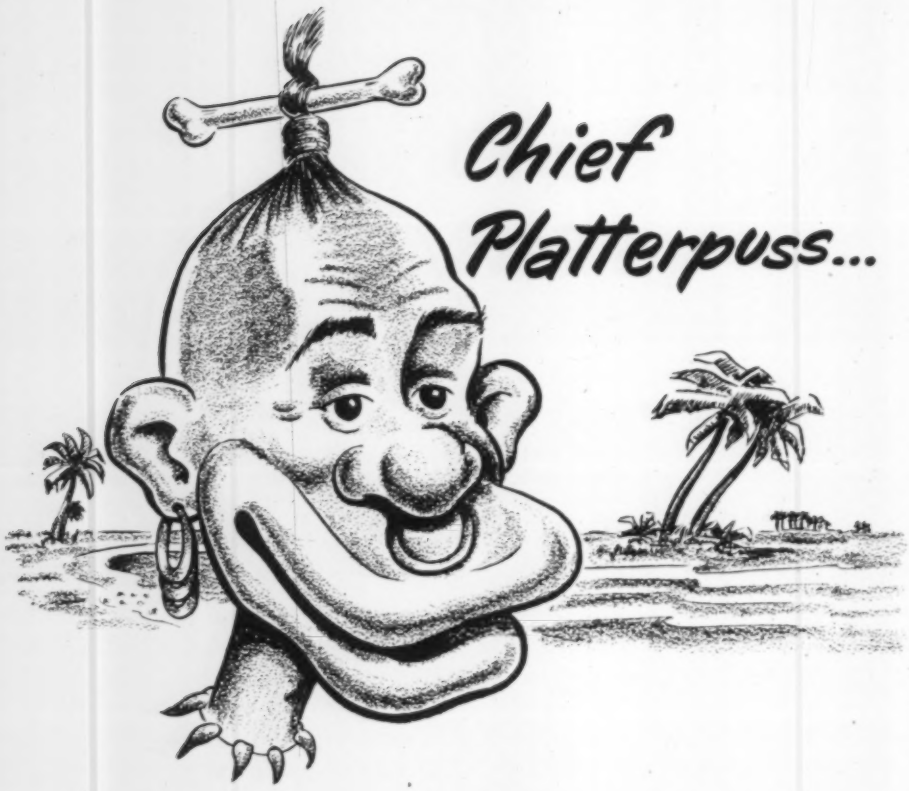
READING, PENNA.

Reaches a Thriving Market, Economically—Reading is a thriving manufacturing city located in the heart of fertile farming territory. Its consistent prosperity makes it a wise and economical buy. WRAW reaches this market for you effectively, economically.

NBC

Represented by **RADIO ADVERTISING COMPANY**

New York • Chicago • San Francisco • Hollywood



...Doesn't Listen to KOIL

BUT . . . In Omaha and Council Bluffs, most people dial KOIL, the station that serves them best because it serves them only. This concentrated market is the biggest between Chicago and Denver, Minneapolis and Kansas City. To be more specific, there are more people in this four-county area than in three times as many counties in any other section of Nebraska or western Iowa. A call or wire will bring information on a KOIL-built program that will deliver this big market for you. You always get the BIG dollar's worth on KOIL.

EDWARD PETRY & CO., INC
National Representatives

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

FCC Argues Own Sale Price Authority 15
Crosley Has Option on KSTP Control 15
Denny to Address NAB 17
Durr on New Tack in La. Proposal 17
Spingarn Authors Book on Radio 18
WRS Stations on Despite Strike 18
DST Shift Brings Usual Radio Problems 18
Define Audience Measurement Terms By C. E. Hooper 21
Use of BMB Audience Information By Philip Frank 21
Arthur C. Dorrance Dies 22
Bitner Interests Seek WEOA 22
Kobak Says MBS to Reach 425 Stations 67
PAC Handbook Briefs Locals on Radio Aims 69
Paul S. Huber Dies 70
AMs Now on Air Pass 1,000 Mark 71
FCC Fund Need Seen at Hearing 71
Sarnoff Again Urges World Network 72
WAA Electronics Probe Under Way 73
WBAL Hearing Delayed, Hearst Files Plea 75
Lea to Retire in 1948 76
UOPWA Certified in CBS Elections 76

DEPARTMENTS

Agencies 49
Allied Arts 38
Commercial 38
Editorial 42
FCC Actions 58
Management 37
News 44
Our Respects to 42
Production 46
Programs 56
Promotion 54
Sponsors 50
Technical 54
Upcoming 67

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Ward Archer, Lawrence Christopher, Irving Kipnes, Mary Zurhorst; EDITORIAL ASSISTANTS: Eleanor Brumbaugh, Margaret Elliott, Cleo Kathas, Kathryn Swanson, Frances Tymann.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Jerry Williams.

PROMOTION

WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU

250 Park Ave. *PLaza 5-8355*

EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden. **Bruce Robertson,** *Senior Associate Editor*

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave. *CENtral 4115*
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, *HEmpstead 8181*
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

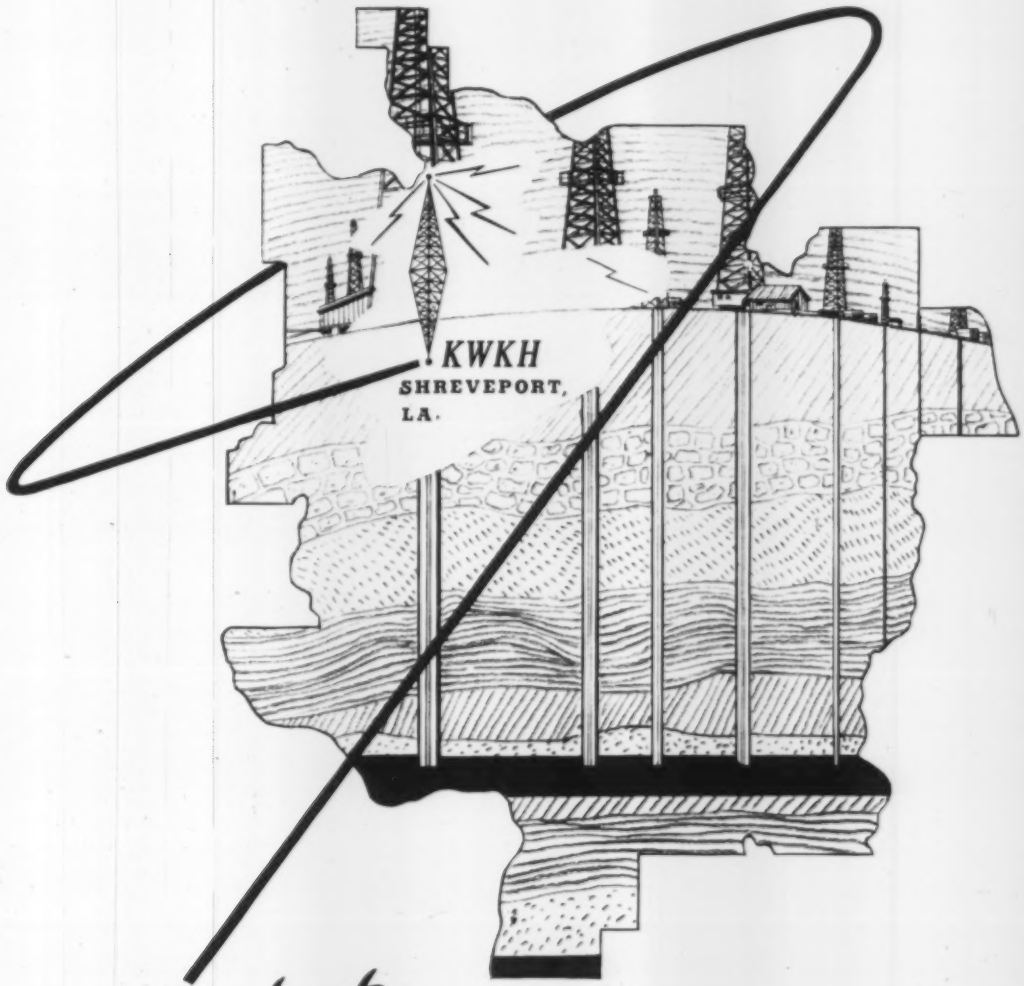
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY



Look at ARK-LA-TEX ...from this angle

The beauty of the Ark-La-Tex market is more than "skin deep" . . . for one mile, two miles below the surface lie oil and gas that will maintain buying power for years to come. No other radio station covers the rich East Texas-North Louisiana-South Arkansas market with the 50-kw penetration of KWKH. Any way you look at it, KWKH. coverage is GOOD coverage for spot time buyers.

KWKH

CBS ★ 50,000 WATTS

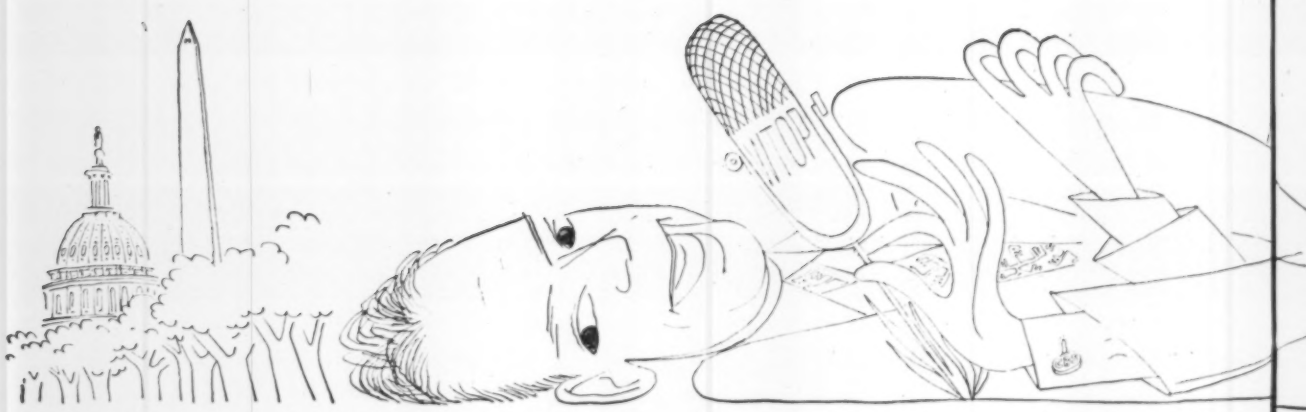
The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

He keeps an ear to the ground...

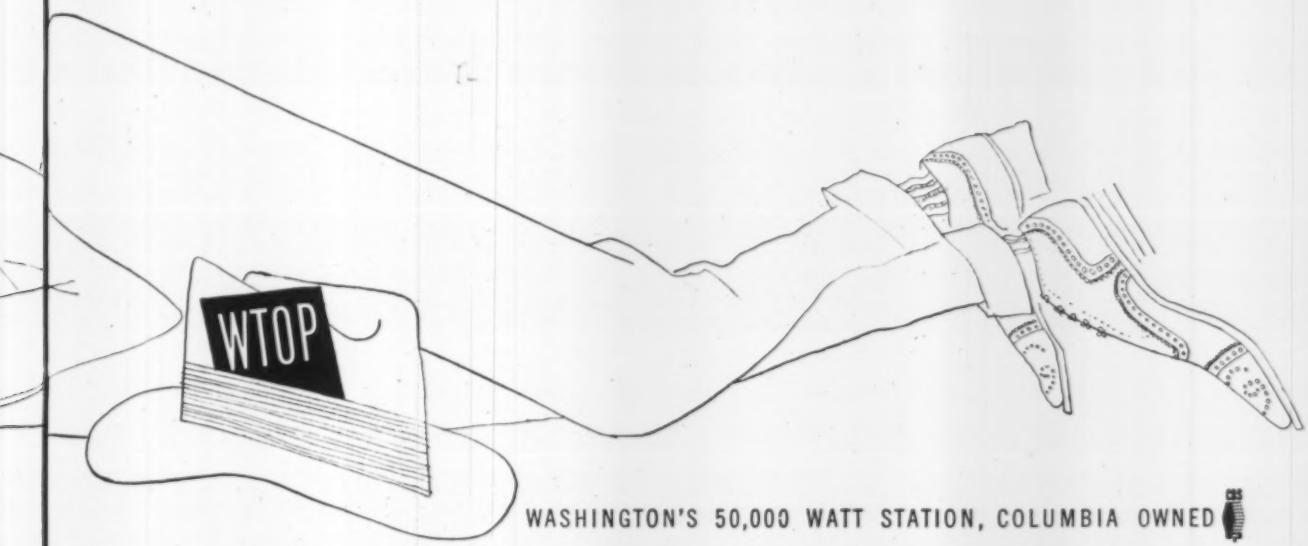
WTOP'S "GOVERNMENT REPORTER"



JOHN CRAMER—a top-flight newspaper columnist who knows his government bureaus from A to Z—keeps an ear to the ground and learns what's happening inside government departments. Then Monday through Friday between 6:25 and 6:30 p. m., our "Government Reporter" talks about the bread-and-butter items that affect the lives—and livelihoods—of the 237,000 Metropolitan Washingtonians who work for Uncle Sam.*

The five-minute program is Washington's first across-the-board news show designed to appeal specifically to close to a quarter million government employees who live, work and prosper in Metropolitan Washington. They make up a rich market. And WTOP is reaching them with a well-known personality that Variety has called a "natural for the stint."

John Cramer isn't the only one at WTOP who keeps his ear to the ground. We all do. Which is why WTOP is so adept at meeting Washington's special programming needs. We have some ideas on how to please you, too. Just ask us.



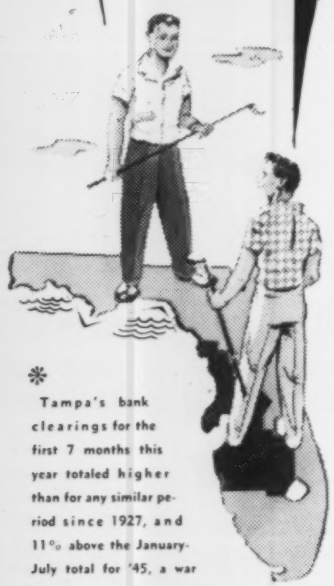
WASHINGTON'S 50,000 WATT STATION, COLUMBIA OWNED

Represented by Radio Sales, the Spot Broadcasting Division of CBS: New York, Chicago, Los Angeles, San Francisco, Atlanta

*timate, Washington Board of Trade

HIGHEST 7* SINCE '27, IN TAMPA!

YES, AND WFLA HAS HIGHEST LISTENERSHIP IN THIS PROSPEROUS AREA.



* Tampa's bank clearings for the first 7 months this year totaled higher than for any similar period since 1927, and 11% above the January-July total for '45, a war period.

TAMPA MEANS BUSINESS! Bank clearings, department store sales, real estate transfers and other reliable indices of business activity are all at higher-than-wartime levels. And still climbing. The vast sales potential that exists in this, the most heavily-populated trade area in Florida, can be best reached by WFLA. Day and night, WFLA is the most-listened-to station in the heart of the rich, Florida West Coast market.

5000 WATTS DAY AND NIGHT

WFLA

The Tampa Tribune Station

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

Feature of the Week

The 'Chula Mia.'

CHARLES W. (Chuck) MYERS, former president, general manager and principal owner of KOIN Portland, Ore. has realized a life-long ambition. He's now the proud owner of the largest and finest yacht built on the West Coast since the war. It is the *Chula Mia*, a 75-foot luxury yacht built by Grandy Boat Co.

When Mr. Myers was a young newspaper reporter at Clinton, Iowa, he won nine cups and trophies for speed-boat racing at Mississippi River and Illinois River towns in 1909.

During the hectic years of hard work Mr. Myers often dreamed of the day when he could cruise in the southern waters and do a bit of deep-sea fishing. Just before the beginning of the war he even went so far as to purchase a 52-foot yacht. When he was about ready to sail her to the Portland harbor war was declared and the ship was requisitioned by the Navy. The boat, the *Swift-Sure*, cruised the Arctic waters of Alaska on patrol duty until the close of the war.

Still having a touch of "sea fever" Mr. Myers and his skipper, Capt. Newton Thomas, then placed an order for the *Chula Mia*.

The yacht has a large salon with a fireplace and a pilothouse with ship-to-shore radio. There is also a circular galley complete with gas range, work tables, sink et al.

Now the cruise to southern waters is imminent. Mr. Myers and his wife are now planning a junket to the coast of west Mexico this winter. Mr. Myers continues to serve on the KOIN board of directors and is active in an executive advisory capacity.

Sellers of Sales

IT WAS HOPED that current and overworked allusions to Brooklyn would find no home in these columns. Yet Harry Torpe, timebuyer in charge of media for Walter Weir & Co., New York, has made the hope seem all but hopeless.

Born in Brooklyn, Harry Torpe was raised in Brooklyn, went to school in Brooklyn, was married in Brooklyn to a Brooklyn girl, played Brooklyn-type ball on a Brooklyn semi-pro team, and now, 10 years after his entry into radio, Brooklyn born Harry still resides in—Brooklyn.

HARRY

But though his heart may belong to Flatbush, Manhattan has shared much of his time, most of which has been spent buying time in radio.

After a year at New York U., Harry chucked his textbooks for a job as office boy with the Patterson-Andress Agency, now out of business. A year later—1931—he joined Calkins & Holden where he swiftly advanced from office boy to the production department and finally to media statistical clerk. In 1936 he joined Fletcher & Ellis, now La Roche & Ellis, as assistant time and space buyer. A year later he dropped the assistant from his title. In the past 10 years Harry has bought radio time for such large advertisers as Standard Brands, Ward Baking Co., Hiram Walker, and Richfield Gas & Oil Co.

Effective Sept. 1 he becomes head of the time and space buying department of Walter Weir & Co., New York.

The Torpes were married Oct. 31, 1936. They have two children, Kenneth, 3½, and Robert, 6½.

Harry played third base on the Brooklyn semi-pro team for 10 years. His ambition is to have Kenneth grow up to be a good third baseman.

He spends every other Sunday at the ball park rooting for—of all teams—the Giants.

300 Million is a lot of money!

Do local businessmen think that Washington is going to boom? They certainly do!

The best indication that they have solid confidence in Washington's future is in the fact that they intend to spend $300,000,000 in the next two years improving their own facilities.

That three hundred million does not include the building of thousands of new homes and apartment units.

To reach this stable steady market with radio ... put down the WWDC call letters. That's the entertainment station, the one they listen to.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

CONSISTENT AUDIENCE?....THE "1280 CLUB" SHOW HAS 27,000 REGISTERED MEMBERS....

WOV's "1280 CLUB" program enjoys one of the largest metropolitan evening audiences listening to any New York independent station between the Hooper checking hours of 6:30 and 9:00 p.m. And what is more . . . the "1280 CLUB" with 27,000 registered members delivers this largest average audience at the lowest cost per listener. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager

JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK

WHY OUR "LOCAL" SHOWS DON'T SOUND THAT WAY...

Home cooking *can* have all the flavor of Luchow's—but it takes a bit of doing, of course. And radio programs need not come from New York or Hollywood to be appetizing to Cincinnatians . . . but again the answer is in the doing. The effectiveness of WSAI's local programs and the scale on which they are conducted has caused many an advertiser—and listener—to refer to us as "the 5,000 watt station with 50,000 watt operation."

Typical of WSAI local programming is the transcribed "To Cincinnati At Six," heard from 6 to 6:45 p.m. Monday through Saturday, and one of two daily shows sponsored by the H. & S. Pogue Company, a leading Cincinnati department store.

Two hours rehearsal goes into every 45-minute broadcast of this transcribed series. Cecil Hale, announcer assigned exclusively to Pogue shows, and Herb Crawford, engineer at the controls while the regular engineer, Gene Young, vacations, carefully weld script and music into a well-balanced, fast-moving program which guarantees finished production and listener appeal.

CINCINNATI AT SIX -2-

ANNCR: (FIRST COMMERCIAL)

MUSIC: "BEGIN THE BEGUINE" Z 196 1 3:15

ANNCR: THE FIRST SONG BY DENNIS DAY -- OUR GUEST OF THE EVENING -- IS THE FAMILIAR TRIBUTE TO "AMOR, AMOR".

MUSIC: "AMOR, AMOR" U 218 5 3:15

ANNCR: A STRING INTERPRETATION BY THE CLOUTIER ORCHESTRA BRINGS US [redacted] ... "BEAUTIFUL OHIO".

MUSIC: "BEAUTIFUL OHIO" T 1254 A 2:12

[redacted]

ANNCR: (SECOND COMMERCIAL)

MUSIC: [redacted] T 978 C 3:26

ANNCR: THE NORMAN CLOUTIER CHORUS AND ORCHESTRA, BLENDING VOICES AND MUSIC IN A "COTTAGE FOR SALE".

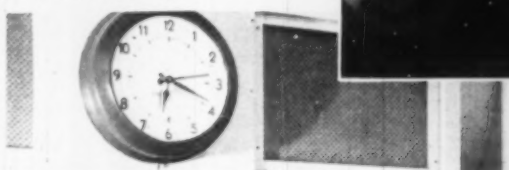
MUSIC: "COTTAGE FOR SALE" 200 10 [redacted]

Alertness in every phase of production can be read in this page of "To Cincinnati At Six" continuity. Timing of speech and music, often to the very half-second, couple with perfect teamwork between engineer and announcer to assure program excellence.

Excellence too, of commercial copy is assured. These WSAI employees—Natalie Giddings, right, her assistant, Joyce Smith—spend their full time in Pogue's, developing copy for Pogue's programs.

Accuracy and appropriateness of all selling copy is the result of first-hand, on-the-scene information in the sponsor's place of business. Direct examination of goods to be advertised precedes copywriting. Sales results are checked with buyers to determine effectiveness of each broadcast.

High quality level is maintained by management conferences. Here Charles Black, Production Manager; Robert M. Sampson, General Manager; Miss Giddings and Jimmy Leonard, Program Director, discuss "To Cincinnati At Six."



It's a top-notch show because it's made that way! Local programs on WSAI are standouts in the listening day of Cincinnatians. They're standouts with sponsors too — WSAI originates 101 locally produced quarter hours weekly for advertisers!

WSAI

A Marshall Field Station

Represented by Lewis H. Avery, Inc.

AMERICAN BROADCASTING COMPANY

115 EAST FOURTH ST., CINCINNATI 2, OHIO

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

● Noble red-skin teach lesson. You carry too big load, you get nowhere. Smart brave work hard *getting helper*. Then go places, faster, easier!

Sure, you can wear yourself out doing the things that F&P could do *for* you. But many large advertisers and agencies use F&P just that way. Our job is to take enough of your load so that you can really devote yourself to *productive work*. If you're not availing yourself to the *extra effort* we're set up to give you—well, who loses? Give us a ring—now!

WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *3463 Penobscot Bldg.* Cadillac 4255 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 13 WASHINGTON, D. C., SEPTEMBER 30, 1946 $5.00 A YEAR—15c A COPY

FCC in Controversy Over Price Powers

Effect of ABC's Plans for FM Also Argued

By RUFUS CRATER

AN INTRA-FCC CONFLICT over Commission authority regarding prices in radio station sales, echoing arguments sounded in the Crosley-Avco Decision a year ago, was evidenced again last week in majority and minority opinions on the ABC stock issue and $3,650,000 purchase of King-Trendle Broadcating Corp.

The controversy, dividing the Commission 4-to-2, also extended to the question of whether ABC's plans for FM will or will not retard development of the new form of broadcasting.

The opinions, released Tuesday, outlined Commission reasoning behind the July 17 orders consenting to (1) ABC's proposed $13,200,000 public stock issue, yet to be approved by Securities & Exchange Commission, and (2) ABC's acquisition of King-Trendle (WXYZ Detroit and WOOD Grand Rapids) on condition that WOOD be held in trust pending re-sale to Liberty Broadcasting Co., which has offered $850,000, or some other purchaser approved by FCC [BROADCASTING, July 22].

Comrs. Clifford J. Durr and Paul A. Walker, dissenting from the majority decision in the King-Trendle transfer, called the purchase price "excessive," felt it would impair public service, and argued that the Commission already has authority to deal with such matters. But "in view of the position of the majority" denying existence of such power, they proposed that the question be submitted to Congress "without further delay" and that in the meantime FCC refuse to act on similar cases.

Dissenting Opinion

Of ABC's FM plans as outlined by President Mark Woods, the dissenting Commissioners said:

"Irrespective of the motive of the transferee (ABC), it is difficult to conceive of a course of action which would have a greater tendency toward retarding the development of FM, discouraging newcomers who desire to enter the field of radio through FM, and withholding from the public full benefit of the improved type of service which FM offers . . ." Many other broadcasters and networks, they claimed, would follow suit to protect AM investments.

The majority—Acting Chairman Charles R. Denny Jr., and Comrs. E. K. Jett, Ray C. Wakefield, and Rosel H. Hyde—noted that the King-Trendle transfer involved "the highest one-station purchase price ever up for FCC approval." They contended, however, as in the majority opinion on the Crosley-Avco transfer [BROADCASTING, Sept. 10, 1945], that "we do not believe that in a case such as this that we have the legal power to disapprove the transaction because of the price."

The price, they thought, "will apparently not result in the overcommercialization of the programs of WXYZ, in view of American Broadcasting Co.'s plans to continue the existing program structure."

The majority said they "agree with everything they say (Messrs. Durr and Walker) about the vital role that FM is destined to play in the future (and we refer to the immediate future)." But they thought ABC "can be relied upon to foster FM" because, "having inferior AM coverage to NBC and CBS," it "stands to gain much in terms of equality of facilities by a rapid transition to FM."

Minority Points

Points raised by the minority regarding possible deterioration of ABC's investment in WXYZ as its proposed Detroit FM station gains circulation were dismissed by the majority as involving "a question of business judgment for the management." They anticipated "a rapid transition from AM to FM broadcasting, particularly in the larger communities," and conceded that "if the transition is accomplished in the next few years the investment in an AM station may prove unwise."

In answer to a minority objection to ABC plans for duplication of AM programs over FM, the majority held that "this question was settled" when FCC adopted its regulation permitting 100% duplication and that therefore ABC's proposal to duplicate "is not a valid reason for withholding Commission consent to the transfer to that company of a standard broad-

(*Continued on page 66*)

DOES FCC have authority to deal with what it considers "excessive" prices in station sales? Comrs. Clifford J. Durr and Paul A. Walker think it does. The four other Commissioners do not. Their respective views are expressed in opinions on ABC's purchase of King-Trendle Broadcasting Corp.

Crosley Has Option for KSTP Control

Avco Firm Can Buy 75% For $1,200,000; Hubbard Stays

TRANSACTION whereby Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York and associated enterprises) would acquire 75% ownership of the 50-kw KSTP, NBC outlet for St. Paul-Minneapolis, for about $1,200,000, was consummated last Wednesday through Stanley E. Hubbard, president, general manager and founder of the station.

By virtue of a loan of $850,000 from Aviation Corp., Crosley parent, Mr. Hubbard last week acquired from the trustees of the estates of Lytton J. Shields and Frank M. Brown the 50% and 25% holdings respectively in KSTP Inc. for $825,000. This initial transaction, since it involves control, is subject to FCC approval.

Six-Month Option

Mr. Hubbard, in negotiating the Avco-Crosley loan, conveyed to Avco an option exercisable six months hence whereby the 75% interest of the Shields and Brown estates could be acquired for the $1,200,000 figure. This transaction likewise would be subject to FCC approval and presumably to the so-called Avco transfer procedure requiring public advertisement of the sale to enable others to offer bids. Mr. Hubbard himself would retain his 25% ownership.

Mr. HUBBARD

Mr. PRUITT

Irrespective of the eventual exercise of the Avco-Crosley option, Mr. Hubbard will continue his active direction of KSTP. The agreement with Avco-Crosley includes a 10-year management contract, covering salary and override, as well as dividends.

The sale was necessitated because of the inability of the First

(*Continued on page 68*)

Ford-CBS Video Series Set for Rest of 1946

THE FORD MOTOR Co. *Parade of Sports* on the CBS video station WCBW New York was scheduled to get under way last Saturday with the telecast of the Columbia-Rutgers football game at Baker Field, New York. Series, placed through J. Walter Thompson Co., New York, will include a variety of events from Madison Square Garden (where the Ford-CBS deal calls for video rights to everything except boxing matches which were sewed up years ago by NBC and Gillette Safety Razor Co.).

Tentative telecast schedule of *Parade of Sports* for the remainder of 1946 follows: Oct. 5, football—Columbia-Navy; Oct. 6, 13 and 20, the rodeo; Oct. 30, hockey—Rangers-Bruins; Nov. 2, football—Columbia-Cornell; Nov. 4, the horse show; Nov. 9, football—Columbia-Penn; Nov. 16, football—Columbia-Lafayette; Nov. 23, football—Columbia-Syracuse; Dec. 4, hockey—Rangers-Canadians; Dec. 7—basketball; Dec. 8, professional basketball; Dec. 14—basketball; Dec. 15, hockey—Rangers-Canadians; Dec. 21, basketball; Dec. 25, hockey—Rangers-Canadians; Dec. 26—basketball, and Dec. 31, hockey—Rangers-Detroit.

Drops MBS Series

AMERICAN HOME PRODUCTS, New York (Anacin) Oct. 4 drops sponsorship of *Real Stories From Real Life*, five times weekly on MBS. Dancer-Fitzgerald-Sample, New York, is agency.

Miller Legion Speech

JUSTIN MILLER, president of NAB, has been invited to address the national convention of the American Legion in San Francisco Oct. 2. He will speak on "American Broadcasting in Peace and in War."

Signs ABC News

PETER PAUL Inc., Naugatuck, Conn. (gum, candy), Oct. 14 starts sponsorship of *Sam Hayes—News* on 13 ABC western stations, Mon-Wed.-Fri. 12:30-12:45 p. m. (PST). Agency handling account is Brisacher, Van Norden and Staff, San Francisco.

ABC Adds Two

ABC last week announced addition of two affiliates bringing its total to 220. Effective Dec. 1, KOBO Tucson, Ariz., operating with 250 w on 1450 kc and owned by the Old Pueblo Broadcasting Co., will become an ABC affiliate as a mountain supplementary station. KVOC Casper, Wyo., on Sept. 29 joined the network. It operates with 250 w on 1230 kc, and is owned by the *Natroma County Tribune*. Jack W. Perry is manager.

WKTM OPENS IN 'KHAKI CITY'

New Kentucky Station Buys Surplus Army Tents To House Studios, Offices

"Khaki City" of WKTM.

AT FIRST GLANCE it would appear that the circus is coming to Mayfield, Ky. In a field near town there is growing "khaki city," with a tall metal pole nearby that could be the mainmast for the big top. High wires are strung from tents to pole and one would momentarily expect a girl in spangled tights to come nonchalantly riding a bicycle over the scene.

But the high wire artist would be in for a shock if she tried that act in "khaki city."

These tents are purely utilitarian. And the wires are "live."

When the Civilian Production Administration clamped down on the construction of permanent buildings for the new WKTM, the station went under canvas. Studios and offices are housed in U. S. Army tents, with a tiny one-room transmitter building as their anchor.

Mayfield Broadcasting Co. officials, a Sept. 15 opening date set, determined that materials shortages would not prevent their going on the air. So they spent their allotted $1,000 for the transmitter building and made arrangements to purchase the tents from local Army surplus dealers.

Taking part in WKTM dedicatory broadcast, (l to r): Rep. Gregory (D-Ky.); Ed Morrow, Mayfield salesman; Gene Peak, public relations head of WPAD Paducah, who acted as m.c.

WKTM is the outgrowth of the consolidation of the Mayfield Broadcasting Co. and the Purchase Broadcasting Co. Originally the FCC used three construction permits for Mayfield. The third has been amended for a change in location.

Principal stockholders in WKTM are Pierce E. Lackey and W. Prewitt Lackey. It is the fourth Lackey station in Kentucky. Others are WPAD Paducah, WHOP Hopkinsville and WSON Henderson. Plans for five Lackey stations will be complete when WCIF Madisonville takes to the air sometime in October.

Other stockholders in WKTM include Rep. Noble J. Gregory (D-Ky.), Ned Greene, Frank Evans, W. F. Foster and L. S. Anderson, all of Mayfield.

Wayne Morgan has been named general manager and Ernest Pe chief engineer. Original installation of Gates equipment was made by U. C. Morris, chief engineer of WPAD.

Drawn for BROADCASTING by Sid Hix

"Do you have a set with that new FCC program control?"

Signs Mystery

GALLENKAMP STORES, San Francisco (retail chain), Sept. 29 started *Patsy Novak*, mystery series, on 12 ABC Pacific stations in Sun. 8:30-9 p. m. (PST) period. Contract for 52 weeks was placed by Bruce Eldridge Adv., San Francisco.

Elgin Specials

ELGIN NATIONAL WATCH Co., Elgin, Ill., Nov. 28, Thanksgiving Day, and Dec. 25, Christmas Day, will sponsor a program titled *Two Hours of Stars* on the full CBS network from 4-6 p. m. on each of those days. Agency is J. Walter Thompson Co., Chicago.

Campbell Expands

CAMPBELL SOUP Co., which has sponsored *Robert Trout with the News 'Till Now* on 27 CBS stations Mon. through Fri. 6:45-7 p. m., today (Sept. 30) expands coverage to the full CBS network. Agency is Ward Wheelock Co., Philadelphia.

Tele Participation

KAYE-MARTIN Productions, New York, has signed a contract with Chernow Adv. Co., New York, for its 106 fashion accounts which will rotate in participation sponsorship of the Kaye-Martin Production package, the *ABC Powers Charm School*. The program featuring John Powers starts Oct. 3, Thurs. 8-8:30 p.m. on WABD, Du Mont video station, for 13 weeks. Marking one of the first participation programs in television, show will be sponsored mostly by department stores and specialty shops. Some of those participating are American Lingerie Co., American Textile Co., Avon Shoe Co., Leon Axel Ltd., Barbara Coat Co., Bonmode Coat Co., Ann Lewis Shops, Clarice Frocks, Darby Sports, Saks 34th Department Store, Desco Shoe Co., Derby Sports, Dunmore Robes, Glencarry Sportswear, Junior League Frocks, Kordat Sportswear.

Denny Is to Address NAB Luncheon

Chairman May Preview Policies for Future

INDUSTRY and FCC will have a chance to talk over mutual problems at NAB Convention next month now that Acting Chairman Charles R. Denny is billed for two appearances at session. Besides FM panel, Mr. Denny will address entire convention, giving him opportunity to clear up some of the misunderstanding over Commission's policies.

TREND in FCC's regulation of broadcasting in the postwar period will be described to the NAB Convention in Chicago Oct. 20-24 by Acting Chairman Charles R. Denny. It was learned last week that Chairman Denny will make two appearances during the week instead of one as originally scheduled [CLOSED CIRCUIT, Aug. 12], addressing the Wednesday general luncheon meeting as well as participating in the Monday FM panel.

The Commission chairman is expected to make a frank statement of FCC policies and indicate the path future regulation is likely to follow. Original convention plans had called for him to take part in the Monday panel, but he consented to take the dual role in view of the importance of clear understanding between broadcasters and the regulatory body during the postwar transition period.

AM-FM Duopoly

Broadcasters and potential broadcasters concerned over what the months and years ahead will bring are expected to find answers to many of their questions, it was informally indicated at the FCC. Such questions as ultimate separation of AM and FM ownership are likely to be discussed by Chairman Denny. It is known that an eventual ban on AM-FM duopoly has been discussed at the Commission, with present thought leaning toward a delay until the FM band is fully developed. Some Commission members foresee the day when FM will supplant AM, with only a few AM stations left for rural service.

Among other topics which may be clarified in the speech are the fate of clear channels, with procedure to be followed if they eventually are to be broken down, and juggling of assignments to reduce interference.

The chairman's speech may attempt to clear up the confused and bitter reaction to the Blue Book program report issued last March. Broadcasters, of course, resented Commission issuance of a report based on industry soft spots instead of a cross-section of programming. The chairman will have a chance to take up the Blue Book in the presence of the industry, and discuss the whole subject of program standards and Commission authority.

The NAB has undertaken a long-range study of program standards and public service, and at present is working on plans for a new Program Dept., authorized by the board. A number of candidates for department head have been interviewed and others are being considered, but NAB headquarters is not certain whether the department will be operating by convention time.

The NAB board last August authorized enlargement of the Standards of Practice Subcommittee to make a complete inquiry into the standards adopted in the summer of 1945 to replace the former code. Membership of the enlarged subcommittee is not complete.

Revision of the NAB standards will not take place this autumn, judging by developments to date. One of the delaying factors is the lack of a green light from Government officials on antitrust aspects of the standards. Should the Dept. of Justice clear the standards, with indication that they could be strengthened without running afoul antitrust difficulties, the NAB would be in a position to attack the problem without fear of Federal reprisals. Operation of the former NAB code was upset by threats of antitrust trouble.

May Avoid Issue

Chairman Denny, of course, may choose to avoid the danger of becoming deeply involved in the delicate program subject at a public meeting, where recriminations are possible. He rarely makes speeches, and when he chooses to appear in public his remarks are carefully prepared and comprehensive.

Benjamin Cohen, Assistant Secretary General of the United Nations, will address the convention on the morning of Tuesday, Oct. 24. He will discuss the United Nations' radio plans and their relation to the American broadcaster. Mr. Cohen, a native of Chile, will return just prior to the convention from a tour of South America. Christopher Cross, UN radio liaison officer in this country, will accompany Mr. Cohen to the convention.

Advance registration for the convention totaled 913 at the end of last week, bringing a prediction from NAB headquarters that total attendance will exceed 2,500 and perhaps reach 3,000.

C. E. Arney Jr., NAB secretary-treasurer, was to set up permanent convention headquarters today (Sept. 30) at the Palmer House and remain on the scene. Mrs. Ella Nelson, who has assisted at a number of conventions, has moved to the Palmer House headquarters. Arthur C. Stringer, NAB director of special services, goes to Chicago Oct. 7 to complete preparations for exhibits. Everett Revercomb, auditor, and Gladys Hall, secretary to A. D. Willard Jr., executive vice president, will be on the scene Oct. 14 to handle registration problems

Additional Rooms

Mr. Arney is trying to acquire additional rooms in Loop hotels, having long since allocated the more than 1,000 rooms optioned at the Palmer House and Stevens from the Hilton Hotels management.

NAB last week was completing for publication the list of certified stations and representatives eligible to vote at convention proceedings.

Plans for entertainment at the annual banquet Oct. 24 at the Stevens will be in charge of Alan Fishburn, radio director of Schwimmer & Scott, Chicago. National and Chicago talent from stage, screen and radio will appear.

Durr Takes New Tack in La. Grant

Would Deny Both, Invite Other Applicants

IN AN unprecedented proposal, Comr. Clifford J. Durr argued in a minority opinion last week, in a case involving mutually exclusive applications from neighboring communities, that both requests should be denied and new applications invited for a station in the town that had fewer existing outlets.

His dissent was directed against a proposed decision of the FCC majority looking toward a grant of Frank R. Gibson's application for a new 1-kw station on 1580 kc at Lake Charles, La., and denial of the request of Roy Hofheinz and W. N. Hooper (KTHT Houston) seeking the same frequency for a new 5-kw outlet in New Orleans. Both applications propose fulltime operation with directional antenna.

The Commission majority (Comr. Paul A. Walker not participating) said Mr. Gibson "did not demonstrate as great an awareness of the responsibility of a broadcast licensee as the New Orleans applicant," but that a grant to him would result in more equitable distribution of radio facilities. New Orleans has five stations and Lake Charles one, it was pointed out, and the Gibson station would provide primary service at night to "a large rural population in several counties" who now receive no nighttime primary service.

Commissioner Durr, contending that both applications should be denied, did not think the Commission would be warranted in assigning another frequency in New Orleans at the expense of the Lake Charles area "notwithstanding the unquestioned qualifications of the applicant Louisiana Broadcasting Co." (firm name in which Messrs. Hofheinz and Hooper applied). But, he contended, "Mr. Gibson, as he frankly admitted, had only the haziest notions of general policy problems as well as details of radio station operation." He argued that FCC should invite new applications for Lake Charles.

Interpretation

In suggesting that the disputed frequency be denied both applicants and other applications invited for a specific community, Commissioner Durr's dissent was interpreted as espousal, in this case, of AM variations of both the channel allocation and channel reservation policies of FM. Rarely, if ever before, FCC authorities said, has even a dissenting opinion proposed that all mutually exclusive applications in a case be denied except for purely engineering considerations.

A NEW PROPOSAL, that both of the competing applications be denied and new applications invited for one of the communities involved, was made by Comr. Clifford J. Durr in a dissent to FCC's proposed decision in the New Orleans-Lake Charles 1580 kc case last week.

In some quarters it was felt that the Commission majority's action put the relative needs of communities above the relative qualifications of applicants and therein marked a departure from general policy. But FCC sources disclaimed any precedent in the decision, asserting that several previous cases have been decided primarily on the basis of the equitable-distribution provision [Sec. 307(b)] of the Communications Act. The Rome-Utica case in New York [BROADCASTING, June 17] was one of the most recent, it was pointed out, and several others involving similar considerations are pending before the Commission.

Factors in Grant

Although proposing to deny the application of Messrs. Hofheinz and Hooper, the Commission majority were "impressed by the quality of the service" they proposed, and by their "general qualifications." However, the majority reasoned, "under the circumstances of this case, the provision of primary service to a rural area not now receiving such service is a decisive

(*Continued on page 70*)

Dear Everybody: Copy to Clifford Durr

Spingarn Would Give Radio To Public

By ROBERT K. RICHARDS

JEROME H. (for Hardpressed) Spingarn, recently of the Senate Small Business Committee (and previously of a business so much smaller—the FCC's War Problems Division—that it was dissolved by Congress) has written a book. More properly, a booklet.

Please do not believe we view this as startling news. We had a Blue Book by the FCC in March, co-authored by BBC - trained Charles A. Siepmann, Edward M. Brecher and others un-named who since have tried to get into the act.

Then we had *Radio's Second Chance* by Charles Siepmann, the same no less.

There is a thing by Llewellyn White called *The American Radio*, kicking around the U. of Chicago Press. This was written by Mr. White under the tutelage of the chairman of the Commission on the Freedom of the Press, a socially-significant organization endowed by Henry Luce, the publisher who has no radio interests. (Incidentally, the radio study by Mr. White has not been published because the U. of C. Press thinks release now would kill sales, what with the holidays in the offing and this opus hardly shaping up as a gift item). The Commission chairman is Robert D. Leigh, former chief, FCC Foreign Broadcast Intelligence Service.

Others Too

There have been, of course, articles in *The Nation*, *The Atlantic Monthly* and sundry periodicals by Mr. Siepmann and Mr. Brecher.

Jerome's book—or booklet—is called "Radio Is Yours". It is issued as No. 121 in a series published by the Public Affairs Committee Inc., New York.

In the back of this pamphlet, the Public Affairs Committee, Inc., notes: "No part of this pamphlet may be reproduced without permission, except short passages of no more than 500 words in length which may be quoted by a reviewer or commentator . . .". We haven't read the other 120 P. A. C. Inc. releases but in Jerome's case, 500 words will be plenty.

Not to Be Confused

In selecting his title, "Radio Is Yours," Jerome means that it belongs to the public, and this group is not to be confused with the 60,000 who work in or for radio. His opening paragraph since it's a springboard from which Jerome executes a perfect 3½ gainer into a water-less pool, is worth quoting.

"Recently a public opinion survey was made to discover whether or not people were pleased with radio. To the dismay of the pollers, it was found that most of the persons who were polled had no definite views. They had very clear-cut tastes in movies. But radio was free and it didn't seem right to criticize it. If you don't like a radio program, you can always turn it off. And it's awfully nice of those people to go to all that trouble to broadcast." (Note to P.A.C. Inc.: 86 words).

There you get a general idea of Jerome's reasoning. The public didn't scream at the pollers, "I hate radio." Consequently the indicated conclusion is that the public won't beef about it if it's free. Jerome then sets out to prove it isn't free.

He does this by machination, the clever boy, using devices we're sure he picked up on the Hill with the Senate S. B. C. He says, and there's a chart to prove it, that the public spends $632,000,000 a year on radio; the advertisers spend $397,000,000: $300,000,000 for broadcasting and programs and $90,000,000 (approximately) profit to the broadcasters. This means, he concludes, that the public gets back 50 cents for every dollar invested.

FCC Costs Too

He's wrong. The public gets less. That old Jerome failed to figure what it costs to run the FCC, not to mention the Congressional Committees which are called upon to investigate it occasionally. In 1944 (a fiscal year selected by Mr. Spingarn) $7,609,914 was appropriated for the FCC. The first fiscal year of operation (1935) it was $1,896,885. The cost, therefore, has increased about 401%. In that same time, broadcast revenue has increased from $79,617,543 to $289,104,643 or about 363%.

There are some fascinating observations in "Radio Is Yours," but none more challenging than this: "Since it uses its channels without cost, the profits of the radio broadcasting industry are enormous." (Note to P. A. C. Inc.; 16 words).

This is something like saying that an airline is profiteering because it doesn't pay for the air. Or that an ocean liner profits excessively because it doesn't have to buy the water which floats it.

Of course, Jerome brings in Herbert Hoover. That bedeviled but distinguished gentleman who as Secretary of Commerce when radio's regulatory problems were first under scrutiny, has been quoted richly by all of these disciples of the devious.

Certainly no one would gainsay the wisdom of Mr. Hoover's observations, although one might question the strange character of his latter-day admirers.

There are some observations in Jerome's booklet which lead one to deprecate, mildly of course, his qualifications as a student of radio. They are such as:

On middle commercials: "Just when interest in a broadcast is at its highest pitch, the announcer interrupts with synthetic gaiety to impart some highly intimate bit of blather about Quick-Lather, while the performers stand in embarrassment—or worse, are impressed into helping swish the suds. (It's pretty hard to embarrass a performer at current AFRA scales, and there's probably a classification for suds-swishers).

On daily serials: "They are the cheapest network shows to produce—the weekly cost of the ordinary soap opera is reported to be less for five fifteen-minute periods.

(*Continued on page 77*)

Westinghouse Stations Remain on Air Despite NABET Strike in Four Cities

NABET technicians in four cities remained on strike at the weekend following breakdown of negotiations with Westinghouse Radio Stations Inc. [BROADCASTING, Sept. 23]. The stations—KYW Philadelphia, KDKA Pittsburgh, WBZ-WBZA Boston-Springfield and their FM outlets—remained on the air with supervisory personnel manning equipment.

Prospects that the strike might be extended to NBC rose during the week when the network rejected a demand by Allan T. Powley, NABET president, that it stop feeding programs to struck Westinghouse stations. NBC told Mr. Powley it must continue to feed the stations under affiliation contracts.

Mr. Powley said Friday that he is "ready to talk to Westinghouse any time," but the situation remained static.

NABET technicians left the air at 7:30 p.m. (EST) Tuesday. Sixty-eight operators were involved, according to J. B. Conley, Westinghouse stations manager. Programs were interrupted for brief intervals before supervisory personnel took over vacated positions. WBOS Boston, Westinghouse international shortwave station, was not off the air. The station beams programs to Europe and South America for the State Dept.

No Warning

Mr. Conley said the walkout came without warning though efforts to reach a settlement had continued before Douglas L. Byrd, of the Conciliation Service, Dept. of Labor, up to 5 p.m. Tuesday.

"Basic issue in dispute," Mr. Conley said, "is a demand by the union that the present top wage rate of $82.20 for a 40-hour week be raised to $125. This represents an increase of 52% or $1.07 an hour and would boost operators pay from $2.05 per hour to $3.12 per hour. Our offer of $92.50 representing an increase of 25.7% was rejected."

Mr. Joy said negotiations had been under way since Aug. 20. He added that KYW is continuing all its regular program services.

Mr. Powley said NABET was asking Westinghouse for wage increases on a parity with the NBC scale, which ranges to $109.60 per week for six years' experience. The original $125 demand was a bargaining base, he indicated, and a scale below the NBC figure might be acceptable.

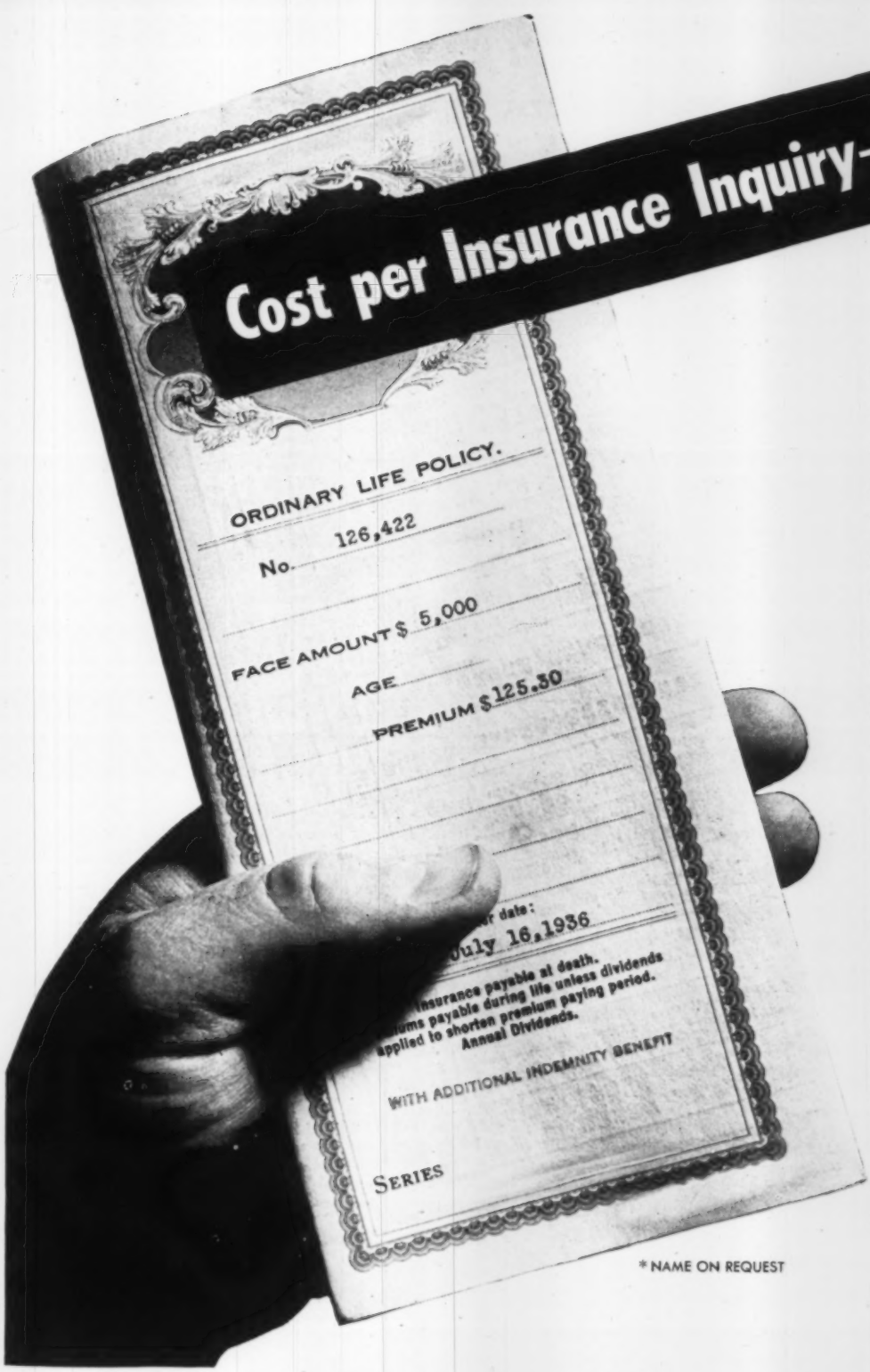
Semi-Annual Time Adjustment Brings Usual Radio Headache

IN THOSE REGIONS where for the past five months daylight saving time was used while the rest of the country stuck to standard, clocks today (Sept. 30) were to be turned back an hour, to the inevitable bewilderment of many a radio listener.

With summer ended, the nation would revert to only four time zones, a situation easily comprehensible in itself but at least mildly confusing to listeners who had managed to adjust themselves to the dislocation of helter-skelter daylight saving.

Of the networks, only ABC had seemed particularly concerned last April with the problem of keeping favorite programs on the air at usual times. By an elaborate rescheduling of coast-to-coast shows in a complicated system of recording and rebroadcasting [BROADCASTING, April 1], ABC had arranged to deliver most of its programs at accustomed local hours. The return to standard time today meant a revisal of the ABC summer system, obviating the need for recording and rebroadcasting, restoring live network shows to live production everywhere.

For the other networks, the change to standard time was comparatively simple. CBS moved its clocks back one hour, let it go at that. MBS and NBC moved their clocks back too, but each cut out an hour's programming after midnight Sunday.



You have probably received an insurance company letter offering you a leather-bound note pad. You send a card to them. They emboss your name on the pad in gold letters. Returns to such offers are usually very small. Yet, in response to our participation in "Tello-Test" on Monday, December 3rd, The ____ Insurance Company* received 671 requests for the pad. The program spot cost was $12.50. A mail return of 3% or 4% is considered acceptable. WLEE's cost per inquiry was one and eight-tenths cents! Yes, WLEE is the sales producing station in Richmond. It belongs on any list looking for sales in this town that is the top of the South.

* NAME ON REQUEST

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by*** **HEADLEY-REED**

Hooper Calls for Clarification of Terms

Measurement Need Is For Clear Language

By C. E. HOOPER
PRESIDENT, C. E. HOOPER INC.

FOREMOST practitioner of the coincidental telephone technique in radio audience measurement is C. E. Hooper, head of C. E. Hooper Inc., New York. Although many buyers and sellers of radio time are in the habit of using Hooperatings alone, they will soon be confronted with a second set of figures—the reports of Broadcast Measurement Bureau reports. Mr. Hooper foresees possible confusion in evaluating the two kinds of reports and here outlines what needs to be done to avoid it.

I AM writing this for two reasons: (1) It is and has been a Hooper policy to accept every opportunity to try to remove obstacles from the path of understanding of radio audience measurement. (2) In behalf of hundreds of subscribers to Hooperatings who are soon to be baffled by looking at two Reports, the titles of which say practically the same thing but the contents of which bear no resemblance to one another.

Mr. Hooper

One is BMB. The Report is to be called: STATION AUDIENCE REPORT. Defined as: The number of radio families in which one or more people listen to the station at least once a week in the daytime (evening) as demonstrated by the BMB method of measurement and limited to counties and cities in which 10% or more families meet this requirement.

The other is Hooperatings. The Report is called: STATION AUDIENCE RATINGS. Defined as: The average size of the audience of a particular station during the stated period of time.

Users of both or of either of the two reports should be on notice of the imminent advent of ambiguity and its attendant problems of confusion, misunderstanding and misinformation in correspondence, conversation, promotion and contracts. Buyer and seller are shortly to possess two reports, one absolutely new; the other with a background of six years of acceptance and use, with essentially the same titles which mean essentially different things. If information is being provided to aid in "a meeting of minds" of buyer and seller, it is an understatement to tag this "the hard way."

Rating Defined

In the introduction to every Hooperatings Report appear the definitions of all measurements contained in it. For example, in every "City Hooperatings" Report, under the subject of "Rating," it says, "I repeat:

> "A rating represents the average size of the audience of a particular station during the stated period of time."

Elsewhere in the introduction, and also in effect on the front cover, it says:

"The sample upon which this Report is based is a random selection of telephone homes located in the Non-Toll-Call area in this city. Inasmuch as the sample does not include homes outside the Non-Toll-Call area, the Report does not measure the total area of listening to any station."

In the Area Hooperatings Report, on the other hand, there appears no such qualification. The Coincidental-Diary method on which it is based neither limits the sampling to the city or to telephone homes. Area Hooperatings are projectable to total radio homes in the claimed coverage area of the station and are not only so described but are so projected in the Report itself.

Give Urban Picture

"City Hooperatings" contain a pretty complete story on urban audiences, being currently published on a continuous basis in 70 U. S. cities. If "Area Hooperatings" are not yet available for all stations, it is because the perfection of the method of producing them was held up by the war and is a development of the past year. So, the possession of the figures on the station's audience in its total area should be considered in terms of timing rather than availability. When these area ratings are circulated generally, they, too, will use terminology already understood and accepted by buyer and seller. Both will have merely to note in the title whether the rating is projectable to urban telephone homes (City Hooperatings) or to total radio homes in the station area (Area Hooperatings).

The word "audience" (which appears as the key word in the Hooperatings definition as well as in the title of each of the ratings contents pages of the Hooper Station Audience Ratings Report) has been and is used by radio buyer and seller in exactly the same way in which it has been used by the man in the street long before the advent of radio and exactly as the dictionaries agree it should be used. The most apt illustrative definition of its meaning found in Webster's Unabridged says: an assembly of hearers; an assembly of spectators at a motion-picture show or circus performance.

I believe it would aid radio if the newcomer to or student of radio found that a basic measurement like radio's "audience" meant just what he had always thought it did, namely, what his English teacher and his dictionary told him. The fact that he is *not* is going to call for heroic steps to be taken by the industry to convince him that there is anything *simple* and understandable about radio. The selection of a key-word like "area" used in a title like "Station Area Report," "Station Area Index" or "BMB Area Report" suggests itself as the ultra-simple solution.

(Continued on page 33)

BMB Aids Sponsor-Dealer Promotion

Three Additional Uses For Statistics Are Stressed

By PHILIP FRANK
EXECUTIVE SECRETARY, BMB

IN THIS, the last of his three articles on BMB's values [BROADCASTING, Sept. 16, 23], Mr. Frank outlines three more of at least nine values of the Bureau. The writer also emphasizes that the uses of the service to advertisers and agencies that he has described are but a part of the potential applications for BMB services.

THIS is the third and final in the series of articles on the nine uses to which advertisers and advertising agencies can put Broadcast Measurement Bureau's forthcoming radio station and network audience reports. Some of you may be able to supply other ideas. The previous articles (Sept. 16, 23) discussed six such uses. This article examines the three remaining uses that have come to light even at this early date, before the audience information is available. Still further uses will undoubtedly develop out of the day-to-day use of BMB by the advertising industry. And stations, networks and station representatives will find still other uses for the material applicable solely to them.

One of the greatest advantages of radio as an advertising medium is its promotability. Radio is interesting. Programs are news. No other form of advertising lends itself to such thorough promotion. BMB will help stations, networks, advertisers and agencies obtain full value from this unique characteristic of the medium.

BMB will help in the determination of those places where program promotions may be used most advantageously—those areas where the network or station carrying the program has good audience penetration. For the advertiser has a better opportunity to win listeners to his program if a large part of his potential program audience listens to the station carrying the program. Where only a small portion of the radio families listen to the station the major promotional responsibility may be said to fall on the station and network to develop greater BMB penetration before the individual advertiser can be expected to engage in any intensive promotion in that area to develop audience for his particular program.

In the selection of cities in which to concentrate program promotion the advertiser may set a certain degree of BMB penetration as a prerequisite to the use of newspaper promotion of his program in that city. The required penetration will vary for different products, programs and promotional budgets. Experimentation and experience will indicate whether 75% or 50%

(Continued on page 26)

ONE of the series of BMB Pre-Publication Clinics being held to acquaint the advertising and radio industries with uses of the Bureau's radio station and network audience reports. Standing is Philip Frank, executive secretary of BMB.

Along the Inland California Beeline

. . . annual cash income from field crops like WHEAT exceeds $210,000,000

THREE-FOURTHS of California's field crop production is in the Beeline area (estimate based on U. S. Department of Agriculture figures). Cotton brings in 47 million yearly, potatoes 38 million, hay 26 million, rice 15 million, wheat 11 million. Such items help explain why the Beeline "pocketbook" bulges with TWO BILLION spendable dollars a year!

Here gross income per farm is 3½ TIMES GREATER than the U. S. average. Five out of the 7 U. S. counties rated richest in farm income are part of this market.

What is the Beeline area? California's fertile central valleys, plus Reno and wealthy western Nevada . . . a 42 county market which ranks with Los Angeles in population . . . tops San Francisco and Seattle COMBINED in retail sales.

Towering mountain ranges enclose the Beeline valleys, prevent outside radio signals from penetrating the market effectively. BEELINE stations, operating WITHIN the MARKET, bring sales messages HOME to Beeline families.

Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 stations at combination rates. Choose best availabilities on each station without line costs or clearance problems.

KMJ

Fresno. Established 1922. NBC. Primary area coverage of 12 rich agricultural counties with a population of 749,300. 5000watts—580 kilocycles.

KOH Reno (NBC) Established 1928	**KERN** Bakersfield (CBS) Established 1931
KWG Stockton (ABC) Established 1921	**KFBK** Sacramento (ABC) Established 1922

McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative

WEOA Sale to Bitner Interests Asked; Crosley Corp. Seeks WINS Assignment

APPLICATION for FCC consent to the sale of WEOA Evansville, Ind. to WFBM Inc., licensee of WFBM Indianapolis, for $200,000 [BROADCASTING, Sept. 16] was reported by the FCC last Monday.

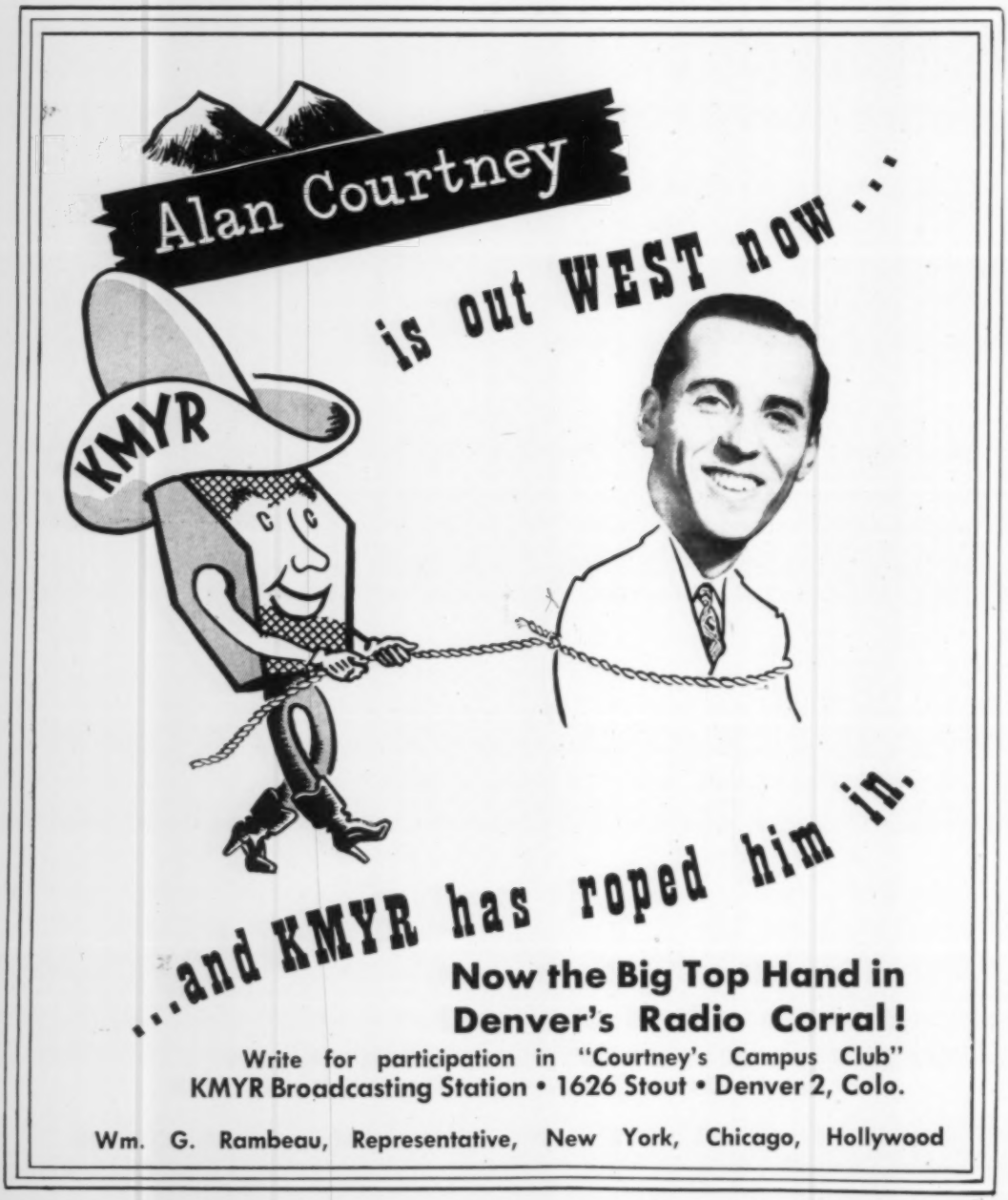
WFBM is principally owned by H. M. Bitner, president of WFEA Manchester, N. H. and consultant to Hearst Newspapers, and members of his family. Mr. Bitner owns 30% of the Indianapolis outlet; his son, H. M. Bitner Jr., is president and owns 12½%. Other stockholders include Evelyn H. Bitner (wife of H. M. Bitner) and Jeanne E. Bitner (wife of H. M. Jr.), 12½ each; Evelyn H. Pearson, 12½%, and Ralph S. Euler and Dorothy Y. Kapner, 5% each.

Meanwhile, assignment of license of Crosley Corp.'s WINS New York to the recently formed Crosley subsidiary, Crosley Broadcasting Corp., was requested in another application reported by the Commission. The new corporation already embraces WLW Cincinnati and is headed by James D. Shouse, former Crosley vice president in charge of broadcasting. Crosley bought WINS from Hearst Radio Inc. for $1,700,000, plus a $400,000 credit to be taken out in transmitting equipment if and when manufactured by Crosley Corp., in a transaction approved last July [BROADCASTING, July 22].

WEOA is licensed to Evansville on the Air Inc., licensee also of WGBF Evansville, and is being sold in compliance with FCC's multiple ownership rule. Curtis Radiocasting Inc. owns all stock of Evansville on the Air and is headed by Alvin Q. Eades, engaged in the bakery business in Evansville, who has 9.7% interest. Chief stockholder is Vice President Henry B. Walker, Evansville attorney, who has 21.8%. Josephine Leich has 15% and Dorothy Walker has 14%. Clarence Leich is manager of WEOA and WGBF. Curtis Radiocasting also controls WBOW Terre Haute.

The sales contract calls for payment of the $200,000 in cash within five days after Commission approval, and provides that the transaction be called off unless FCC has given its consent within six months after Sept. 12, when the agreement was signed.

WEOA operates on 1400 kc with 250 w power. Like WFBM, which is assigned 1260 kc with 5 kw, it is a CBS affiliate. WGBF, an NBC outlet, is on 1280 kc with 5 kw day and 1 kw night.


Alan Courtney
is out WEST now ...
KMYR
...and KMYR has roped him in.
Now the Big Top Hand in
Denver's Radio Corral!
Write for participation in "Courtney's Campus Club"
KMYR Broadcasting Station • 1626 Stout • Denver 2, Colo.
Wm. G. Rambeau, Representative, New York, Chicago, Hollywood

Campbell Soup Co. President, 53, Dies

Arthur C. Dorrance Succumbs After Brief Illness

MR. DORRANCE

ARTHUR C. DORRANCE, 53, president of the Campbell Soup Co., Camden, N. J., died Sept. 21 at his home in Ardmore, Pa., after a brief illness. He joined the firm in 1914 after graduation from Massachusetts Institute of Technology with a degree in Chemical Engineering. The company was then headed by his brother, John T. Dorrance.

In addition to Campbell soups, the company manufactures and distributes a number of other food products under the Campbell label, and under the brand name of Franco-American.

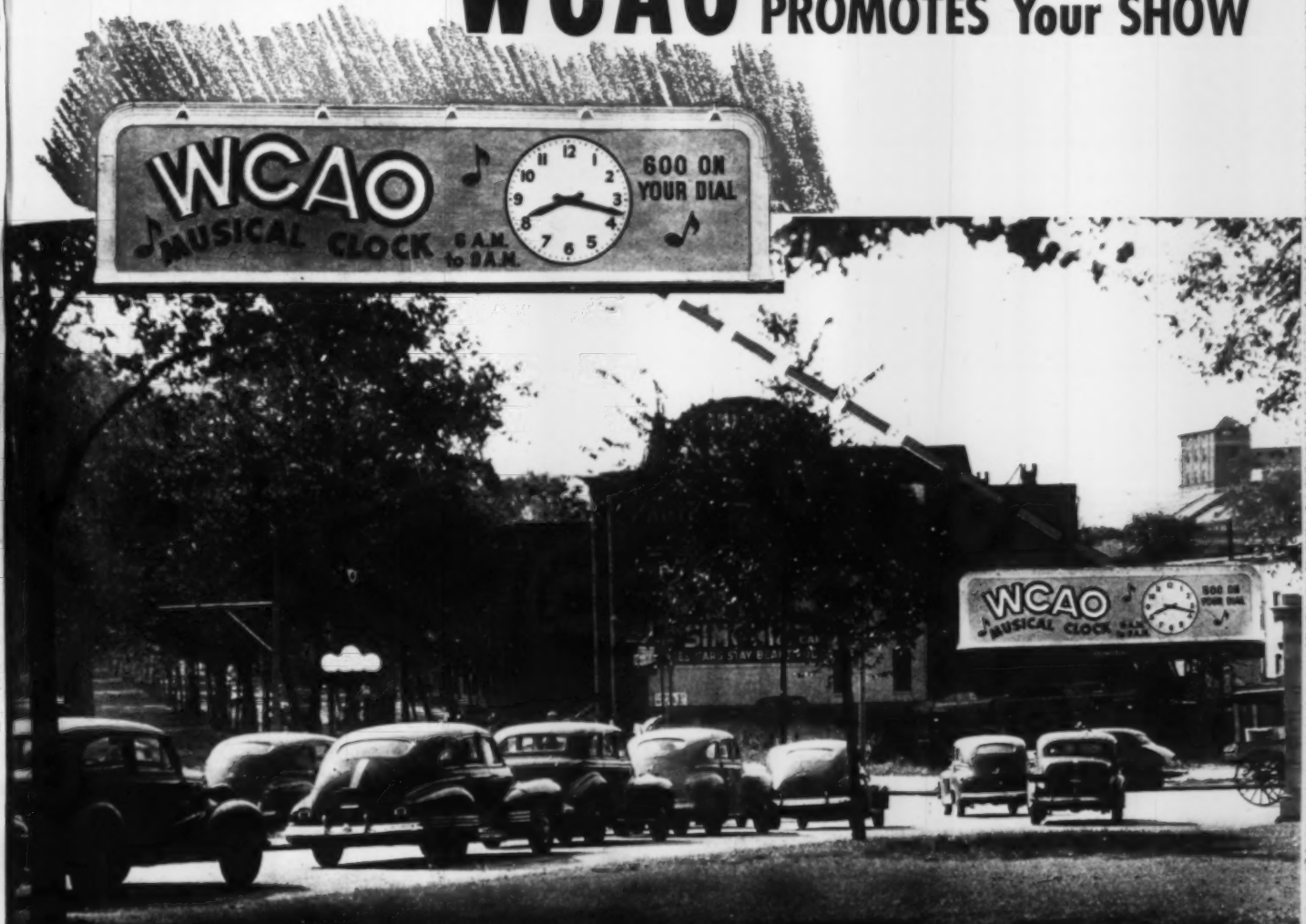
Mr. Dorrance has held directorships in the Camden Safe Deposit & Trust Co., Federal Reserve Bank of Philadelphia, Philadelphia National Bank and Lehigh Valley Railroad. At the time of his death he was a director of the Bell Telephone Co. of Pennsylvania, Pennsylvania Railroad, Guaranty Trust of New York. He was also a member of the board of managers of the Girard Trust Co. and trustee of the Penn Mutual Life Insurance Co.

He is survived by his wife, Elsie Ross Dorrance, two sons, Arthur Calbraith Jr. and David Ross Dorrance, two sisters and a brother.

WNYC Expansion

NEW YORK City's Board of Estimate last week expanded its appropriation to the city-owned WNYC in a move that was regarded as further evidence that the present city administration does not intend to sell the station, as rumors have occasionally predicted it would. The board appropriated $19,000 for the purchase of a new 20 kw FM transmitter and approved the addition of three engineers to the station's staff at annual salaries of $5,700 each.

IN BALTIMORE... WCAO PROMOTES Your SHOW



Thousands of business-bound Baltimoreans converge each morning at Mt. Royal and North Avenues (Route 1) - site of one of the hard-to-miss WCAO Hi-Spot Neonized Bulletins. Another boost for sponsors on the popular "Musical Clock" program.

WCAO

The Voice of Baltimore

600 KC -- 5000 WATTS

CBS

Represented Nationally By

PAUL H. RAYMER COMPANY

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

"Dinah- is there anyone finer..."

to do a better job of keeping more listeners tuned to WMT?

Good programs mean good listening, and that means good results for advertisers who follow "the stars" to Eastern Iowa. Dinah Shore is typical of these good, good CBS programs that create for you—via WMT—an audience of 1,131,782* people on the No. 1 station in the best market of a great state. WMT is Eastern Iowa's only CBS station and brings you this completely BALANCED market at the lowest cost per listener!

Member of the Mid-States Group

WMT's story is a big one to tell — an important one to hear. Contact your KATZ AGENCY Man at Once!

*** WMT has a GREATER population within its 2.5 MV line than any other station in Iowa**

Coleman Becomes Manager of WBGE

New Atlanta Local Expecting To Start About Jan. 1

Messrs. Benton (l) and Coleman look over their favorite trade journal.

APPOINTMENT of Maurice C. (Freddie) Coleman, head of his own advertising agency and former Atlanta station manager, as general manager of the new WBGE Atlanta recently authorized by the FCC, was announced last week by Mike Benton, president of the General Broadcasting Co., licensee. The station will operate on 1340 kc with 250 w as an independent.

Messrs. Benton and Coleman are lifelong residents of Atlanta and both have had experience in radio. Mr. Coleman for 15 years was associated with Atlanta stations, having served as general manager of WATL, commercial manager of WAGA, and on the sales staff of WGST before leaving to open his own agency several years ago.

Mr. Benton for several years was the "Georgia Cracker Announcer" on the program sponsored by the Atlanta Chamber of Commerce. He has been president of the General Elevator Co. for 23 years, the largest independent company of its type in the south. For the last 14 years he has been president of the Southeastern Fair Assn. and is past vice president of the Atlanta Chamber of Commerce and the Junior Chamber of Commerce.

WBGE will be located in the Georgian Terrace Hotel.

Gem State Network Planned for Idaho

Four Newly-Built Stations To Be Fed Through KUTA

GEM STATE Network composed of four new Idaho stations which will receive ABC shows through KUTA Salt Lake City is soon to begin operations, officials announced last week.

The stations are: KBIO Burely, which has been on the air more than a month; KGEM Boise; KLIX Twin Falls, and KEIO Pocatello. All will be on the air by Dec. 1. KBIO is owned by Jessica Longston, a WAC officer, and is managed by Ed Jansen. The three other stations, although licensed to individual firms represent investments by the management of KUTA. KLIX will be managed by Frank McIntyre, now program director of KUTA. Fentress Kuhn is general manager of KGEM, and James Brady, of KEIO.

KLIX studios will be situated in a new building east of Twin Falls. KGEM has taken space in the Owyhee Hotel, Boise, and KEIO in the Bannock Hotel, Pocatello. The entire Gem State Network will be represented nationally by the Homer Griffith Co. Los Angeles. KGEM, KLIX and KEIO will have Associated Press news, while KBIO is served by United Press. KLIX and KEIO subscribe to NBC Thesaurus, KBIO takes Standard, and KGEM, Capitol.

Frank Carman, general manager of KUTA announced he is planning a larger regional network which will encompass Utah, Idaho and Montana. To be called Rocky Mountain Broadcasting System, it will be keyed by KUTA.

WKXL Adds Four

WKXL Concord, N. H., has four new staff members. Win Blake and Sandy Saunders are announcers; Norm Partridge and Freeman Glidden, engineers. Don Taylor, formerly on the WKXL announcing staff, has become announcer at WHEB Portsmouth, N. H.

Facts about the 31 counties composing the **RICH**

WEST TEXAS MARKET

Served by

KRBC ABILENE **KBST** BIG SPRING

and

KGKL SAN ANGELO

118,630 Families
81.3% Radios
with
98,280
Radio Families

Represented by

JOHN E. PEARSON CO.

HAIL ALMA MATER!

"... now is the time boys, to make a big noise, no matter what the people say..."

So goes the refrain of "It's West Virginia," the famous West Virginia University Marching Song.

WWVA, the Mountain State's only 50,000 watt station *is* vitally concerned about "what the people say"! Reason enough then why the Alma Mater is hailed as top-flight interest when WWVA's public service record is mentioned.

A WWVA microphone was on the spot when the 34th Annual Farm & Home Week reopened at the College of Agriculture at West Virginia University. Dr. Irvin Stewart, new president of W. V. U., was introduced for the first time to the host of WWVA listeners in the Tri-State district on this program, broadcast remote from the campus at Morgantown, W. Va., eighty-five miles from Wheeling.

This is only one example of WWVA's policy of *always serving in the public interest* and that policy pays off ... in exceptionally high listener response to *all* WWVA broadcasts.

That's why it really matters "what the people say" because people just *naturally* listen to Wheeling!

See a JOHN BLAIR man today!

WWVA 50,000 WATTS

WHEELING, W. VA.

A FORT INDUSTRY STATION

BMB

(*Continued from page 20*)

or a lower degree of BMB penetration should be required.

Having used BMB as a guide in the selection of cities in which to promote the program, BMB will then be valuable to determine what call letters to promote in the selected cities. In cities which have stations carrying the program such stations will naturally be promoted.

But promotion may be called for in many cities where people listen to programs through a distant station; the question will arise: over which of the stations are the people in the city most likely to listen to the program? BMB will provide the answer. To cite an obvious example of this situation, at what point in New Jersey between New York and Philadelphia should program promotion change from using the call letters of a New York station to those of the Philadelphia outlet carrying the same program?

The answer will not be the same for all combinations of stations. This thinking applies to both spot and network campaigns. However, as an example: Transmitters of two of the New York network stations are situated in New Jersey. Presumably the audience areas of these stations extend closer to Philadelphia than in the case of the New York outlets of the other two networks. BMB will indicate the answer. And it will indicate where listening is so closely divided between two stations on the same network that both sets of call letters should be used in newspaper promotion, window and counter displays and other promotional material.

Show Each Dealer

Advertisers using premiums which are promoted over the air and are available "at your nearest dealer" can judge with the help of BMB what the demand for such premiums will be in various parts of the country and thus apportion the supply among dealers.

Not only does radio advertising lend itself to promotion, it is a form of advertising which can enlist the active, promotional support of dealers and distributors to an unusual degree. But to enlist such tie-in advertising on the part of the trade, the national advertiser must first convince the dealer that the national campaign is being run in a medium that reaches his sales area and second that the dealer has available a medium that suits his needs for tie-in advertising. BMB will help on both counts.

BMB will enable the advertiser to show each dealer what percent of all the radio families in his city or county or sales area listen to the station or network carrying the national campaign. This focuses attention on the local aspect of the national campaign and, where BMB penetration is adequate, will go far to convince the dealer that the advertiser is doing a job for him, in his own bailiwick.

Having thus convinced the dealer that the advertiser's national campaign is deserving of dealer tie-in advertising, BMB can be used to help determine which local station is best suited to the dealer's own needs. This will depend in large part on the nature of the dealer's trade and the size of his own sales area, as well as on such factors as his advertising appropriation.

And, of course, such dealer tie-in advertising need not be limited to radio, but can and should embrace other forms of media such as newspaper advertising (in which he might mention the local or network program) counter and window displays and general sales promotion of the radio-advertised product.

Coordinating Other Research

BMB does not claim to be a substitute for other accepted yardsticks and other research. Individual program audience measurements are as important as ever, as are field strength surveys and other barometers of advertising weather.

When a program gets a low rating it is important to know whether the program, the station, the time period, competition or some other factor is at fault.

If a program's ratings are low

(*Continued on page 30*)

Beauty

IS A BUSINESS

Whether it's face powder or nail polish, women in the Nashville area buy millions of dollars worth of beauty products each year . . . Beauty gets a share of the 356 million dollars spent annually in retail stores alone . . . But 190 thousand radio families in this trade area have ample buying power for your quality products as well. So, for effective coverage of this potential audience—who regularly listen to the top programs of American and Mutual—try WSIX.

AMERICAN and MUTUAL

5,000 WATTS
980 KILOCYCLES

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

AFRA Negotiations To Start Tomorrow

Networks, Agencies, Union To Meet In N. Y.

REPRESENTATIVES of the four networks, the advertising agencies, and AFRA will meet on Oct. 1 at the Bar Association, in New York, re-negotiate for the AFRA commercial and sustaining code. The current contract terminates on Oct. 31, 1946. (See ANA story, page 30.)

Among the AFRA demands will be (1) a 35% salary increase, (2) basic sustaining rates to be equal to commercial rates, (3) transcription rates to be equal to commercial rates, and (4) a clause in the contract requesting the networks to refuse programs performed by AFRA members to stations that decline to arbitrate with AFRA.

The 1944 discussion on the commercial code will once more return for negotiation. In the past the networks and agencies have contended that the code is really three separate contracts, (the four networks, Chicago local, Pacific Coast regional and local) and thus should be negotiated separately, but AFRA has maintained that it is one contract.

AFRA will be represented at the negotiations by George Heller, national executive secretary; Ray Jones, assistant national executive secretary; Claude McCue, Los Angeles local executive secretary and Henry Jaffe, AFRA attorney.

more facts
make more sales
for

STATIONS SERVED BY *The* KATZ AGENCY

North and Midwest

WCOP	ABC	BOSTON
WMT	CBS	CEDAR RAPIDS-WATERLOO
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WEEK	NBC	PEORIA
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WNAX	ABC	YANKTON-SIOUX CITY

THE NEW ENGLAND GROUP

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
WPDQ	ABC	JACKSONVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WGBS	ABC	MIAMI
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

THE KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York • Chicago
Detroit • Kansas City
Atlanta • San Francisco
Los Angeles • Dallas

You can build w

with many things.....

The geographical and racial mosaic of America has been built of many more materials than concrete, steel, money and muscle.

In it and through it weaves the essential American characteristic of imagination—the wonderful octane that drives ideas until they become actualities . . . that puts 60-ton aircraft in the sky, brings expensive mechanical devices within the reach of the average family, makes America the industrial model of the whole world.

Imagination built broadcasting, too. It was imagination that saw, in a new electrical novelty, the powerful force that the cosmic ventriloquy of radio has today become.

Radio binds the mosaic of America together all the tighter. Radio breeds tolerance and understanding. Radio makes the man in Maine a neighbor to his fellow voter in Oregon.

As the Fort Industry Company, dedicated to serving listener and advertiser alike in seven important markets, we're part of radio. We think radio's privileged role of helping to build a better America has just started.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla. • WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

The station that brings local and ABC network programs to millions . . . and sales dollars to sponsors.

★ 2 Billion Dollar Market
★ 181 Cities and Towns
★ 5000 WATTS Now
★ 50,000 WATTS . . . SOON!

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

WISN
MILWAUKEE

Dominant
SELLING POWER
in the Nation's 12th Market

5000 WATTS

A CBS STATION

G. W. Grignon
General Manager

The KATZ AGENCY, Inc.
National Representatives

BMB

(*Continued from page 26*)

on stations with low BMBs, such a correlation may indicate the cause and cure. But if a program has a consistently low rating on a station with a high BMB, the advertiser and his agency must look to causes other than the station itself, for in that case the station itself has an excellent audience which the advertiser has been unable to attract to his program.

Market information can be coordinated with BMB. For example, an advertiser can refer to sources of market data that show average family income, retail sales, number of retail outlets, etc., by counties. He can then coordinate this information with the station's day or night BMB for study in analyzing potentials as well as results. BMB will assist stations to sharpen the picture of their audiences and thus enable advertisers and agencies to visualize more graphically the people to whom they are addressing their radio advertising.

It is evident from this series of articles that BMB has many uses, and many more are still to be unearthed. This first uniform measurement of station and network audiences in radio history should help advertisers use radio more effectively and efficiently, and should help stations and networks to sell time more efficiently. This in turn should lead to still further increases in successful radio advertising.

A Broadcaster Looks at BMB

THE CHIEF REASON radio station audiences were never before measured on a uniform and comparable basis was that stations could not agree on a single method and standard of measurement, much as they agreed that a single method and standard was desirable. Each station felt one or another method would show it in the most favorable (or let us say fair) light and that other methods would not do it justice.

In BMB we broadcasters have had the leavening influence of advertisers and agencies. The irreconcilable became reconciled, not on the basis of power politics or shrewd compromise, but on the sound basis of what the advertisers and advertising agencies desired by way of station audience information and the form in which the information should be presented to be most useful.

We sat down with our own customers, the advertisers and agencies, and sought to shape the information that was needed by our clients.

To me this has been a very gratifying and satisfying experience. It has taken the whole subject of station audience measurement out of the realm of petty self-seeking and jockeying for advantage and placed the subject on the pedestal of principle. Not every subscriber regards BMB as the perfect measurement. But those with whom I have spoken, and as a member of the BMB board of directors I have spoken to many, believe that a uniform measurement made on an unbiased basis under the auspices of broadcasters, advertisers and advertising agencies alike is so important as to warrant their wholehearted support.

BMB is one of the finest efforts ever made by broadcasters on behalf of the radio and advertising industries.

ROGER CLIPP
WFIL Philadelphia

TBA TO GIVE PRIZES AT BANQUET OCT. 10

OUTSTANDING contributions to television's technical and commercial development will be recognized by the Television Broadcasters Assn. on Oct. 10 during the banquet of the TBA Television Conference and Exhibition, to be held Oct. 10 and 11 at the Waldorf-Astoria, New York.

Paul Raibourn, vice president, Paramount Pictures, and president, Television Productions, is chairman of the awards committee.

Committee members are: Walter Howie, editor, *American Weekly;* Eric Hodgins, editorial vice president, Time Inc.; William I. Nichols, editor, *This Week;* Edward Barrett, executive director of *Newsweek;* F. R. Lack, vice president, Western Electric Co.; Charles Butterfield, radio editor, Associated Press; Dr. A. N. Goldsmith, vice president, IRE; Paul Larsen, chairman of the television committee, Society of Motion Picture Engineers.

WELI Boost

WELI New Haven, Conn., has been authorized by the FCC to increase power on 960 kc from 1 kw day, 500 w night to 1 kw fulltime and to change directional array.

Sponsors Will Discuss AFRA Contracts In ANA Radio Council Session Tonight

PLANS for the forthcoming negotiations of new national contracts with the American Federation of Radio Artists, covering radio performers on network and transcribed programs, will be discussed by leading sponsors this evening (Sept. 30) at a closed meeting of the Radio Council of the Assn. of National Advertisers. Session will be part of the annual ANA Convention, being held Monday through Wednesday at the Hotel Traymore in Atlantic City.

Executive Director

Radio Council session will also deal with the selection of an executive director for the Council, a post still open although the Council was formed at the last ANA Convention a year ago. Robert F. Elder, Lever Brothers Co., vice president and chairman of the Council's executive committee, will address the meeting on "Important Developments Affecting Advertisers." His speech was originally scheduled for the opening convention session Monday morning but was transferred to the evening Council session when that meeting was decided on.

Belding Speaks

Don Belding, chairman of the board, Foote, Cone & Belding; Theodore S. Repplier, president of the Advertising Council, and Dr. Henry Link, vice president Psychological Corp., have been added to the Tuesday morning agenda of the convention, which otherwise is scheduled to run just about as previously announced [BROADCASTING, Sept. 23]. Mr Belding will discuss "Potentialities of the Advertising Method" from an advertising agency viewpoint. Mr. Repplier will report on the postwar work of the Advertising Council. Dr. Link will review his organization's findings on the public acceptance of so-called public service advertising.

The Monday sessions will be open to ANA members only. Tuesday sessions, including the afternoon meeting when for the first time a session at an ANA convention will be conducted by the American Assn. of Advertising Agencies, will be open to ANA members and invited agency guests. Wednesday sessions will be open to invited guests from advertiser, agency and media fields, as well as ANA members. Entertainment at the Sunday evening pre-convention get-together was to be furnished by WFIL Philadelphia and on Wednesday evening by NBC.

KANS, KRGV Changes

ARCHIE J. TAYLOR has been named manager of KANS Wichita Kan., and Byron W. (Barney) Ogle succeeds him as manager of KRGV Weslaco, Texas. Announcement of the changes was made by O. L. (Ted) Taylor, executive partner of Taylor-Howe-Snowden Radio Sales. Jack Todd, former manager of KANS, resigned to manage the new KBOL Boulder, Col. Mr. Ogle was former assistant manager of KRGV.

GREATER AUDIENCE
=
GREATER SALES

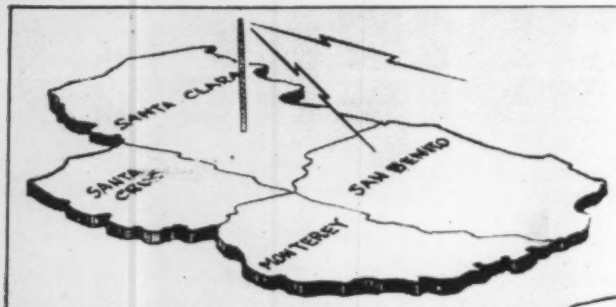
If the number of listeners one station attracts is greater than that of any other station in a given market, that station will naturally produce greater sales.

Hooper and other independent surveys consistently show WMC as Memphis' first choice.

WMC ★ **MEMPHIS • NBC • 5000 WATTS**
DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CC
MEMPHIS' ***DOMINANT*** RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"



ELEVEN-SEVENty on your dial

A POWERFUL NEW STATION

KLOK

SAN JOSE, CALIFORNIA

blanketing the rich Santa Clara and Salinas Valleys

- 11th Agricultural District in the nation
- Worlds largest canning center
- Fastest growing industrial area on the Pacific Coast

MARKET

Compare the KLOK market! Over ¼ of a million people with purchasing power 38% above national average. A bonanza market for food, drug, general merchandise and agricultural supplies. Read the statistics! They tell the whole rich story!

FACILITIES

Here is 5,000 watts daytime coverage, on 1170 KC...the most powerful new station in the entire Santa Clara Valley. All broadcast facilities are the most modern, with new R.C.A. equipment throughout. Completely staffed by experienced personnel and offering a complete range of merchandising service. KLOK is independent of any network affiliations.

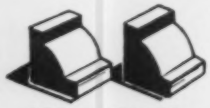
National Representatives
HOMER - GRIFFITH COMPANY
HOLLYWOOD - SAN FRANCISCO - CHICAGO - SEATTLE - NEW YORK

KLOK'S PRIMARY TRADING AREA

Compared with Leading California Counties

POPULATION

KLOK (San Jose)	247,200
SACRAMENTO	188,200
STOCKTON	151,800
FRESNO	194,700



RETAIL SALES

KLOK (San Jose)	$206,568,000
SACRAMENTO	145,327,000
STOCKTON	120,626,000
FRESNO	163,026,000

FOOD SALES

KLOK (SanJose)	$56,013,000
SACRAMENTO	30,966,000
STOCKTON	23,544,000
FRESNO	37,220,000

DRUG SALES

KLOK (San Jose)	$7,313,000
SACRAMENTO	6,828,000
STOCKTON	10,443,000
FRESNO	17,703,000

Sales Management Estimates

BUYING INCOME BY CITIES

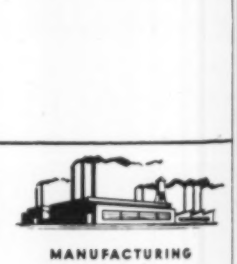
United States Average	$1,293
California Average	1,596
San Jose (KLOK)	1,971

RURAL BUYING INCOME

United States Average	$ 738
California Average	945
San Jose (KLOK)	1,580

FARM INCOME

Santa Clara County is 11th in gross farm dollars in the nation. KLOK reaches a total farm income of $93,652,000.



MANUFACTURING

Santa Clara County is the fastest growing industrial area on the Pacific Coast. During July, 1946, for example, 8 new concerns located here with total estimated annual payrolls of $3,500,000.

KLOK

ELEVEN-SEVENty on your dial

Hooper

(*Continued from page 20*)

to one of the top-rung semantic threats of the decade.

Our appreciation that clear, literally descriptive terminology provides the most efficient vehicle for progress in any scientific endeavor, such as broadcast audience measurement, is not new-born. In 1936, during my first conversation with Matthew N. Chappell, Ph.D., then of Columbia University, he asked, "Why has so little progress been made to date in scientific research on advertising?" I replied, "People in advertising cannot even discuss the subject. There is no agreement on terms. What the business needs is an accepted glossary of research terms."

Wrote Article

At my suggestion, Dr. Chappell then contributed an article to *Printers' Ink* which carried the sub-title "Need for Language Re-Orientation." It appeared in the November 5, 1936 issue and contained the following observations:

"...If a satisfactory term is lacking in the lay language one is made up, and a more or less restricted significance is attached to it."

"...The significance of the words in large part determines and limits the thinking."

"...No one needs to convince advertising men that the task of getting factual data in their field is difficult. In any endeavor, the difficulty grows at an increasing rate with the number of variables. The variables in advertising are many. The task is made increasingly difficult by the fact that the language of advertising does not lend itself to measurement. If measurements are to be made, and are to be significant and relevant after they are made, the language must be changed to permit measurement and the kind of thinking that goes with it."

Still aware of this problem and hopeful of contributing in part to its solution, we included a glossary of research and radio terms in our book, *Radio Audience Measurement* published in 1944—although already outrun by the industry, it is to my knowledge the only formal attempt to satisfy the need.

If the appreciation of the importance of clear, precise terms arrives late in radio audience measurement, its tardy arrival is understandable. Prior to 1940 radio audience measurements were used by a limited number of organizations. There they were in the hands of the research director, part of whose value to his organization was his understanding of terms. It was not possible for radio measurers to pick up ready-made terms from other media the way the radio engineer adopted "watts," "kilocycles," "frequency," etc. from the electrical engineer. The terms used by other media just did not and still don't fit. Both BMB and we learned this while attempting to use the term radio "circulation." Furthermore, to date radio research has been confined very largely to America.

Acute Problem

In 1940 hundreds of individual station managers, salesmen and representatives began to receive measurements of the size of their program and station audiences. To the research man, *they* are laymen. When *they* question the meaning of a word, their only recourse is the dictionary. The problem became acute.

But, in addition to thousands of our own citizens, we must expect persons speaking other languages than English to develop methods of radio research. We must expect to study their reports. We must expect them to study ours. Each of us will use a bi-lingual dictionary when we translate. Each of us will be helped or confused by the degree to which our terms are literally and precisely translatable. Only by adherence to such principles has world-wide progress been made in other scientific fields.

To date our firm has been visited by officials or owners of radio in the following countries: Canada, China, Cuba, Australia, New South Wales, Holland, Czechoslovakia, Hawaii, France, England, Mexico, several other Latin American countries. Each had one question: "How can I measure program (or station or network) audiences in my country like you do here?"

In chemistry, physics or medicine, a Dane, a Swede, a Russian, a German and an American may each remain completely conversant with the work of the other through the internationally accepted scientific terminology of his respective field.

If radio audience measurements are to create efficiency, rather than to contribute to waste in advertising, they must be called by names which enlighten rather than confuse and mis-lead. If the layman in radio is not going to look with suspicion or distrust at the work of the measurer, report titles and descriptive matter must say what they *are*. If every newcomer to radio is not to be confused by a conflicting maze of definitions, they must be clear, simple and precise.

Proper Usage

All making measurements of the audience actually listening to a program, network or station at any particular time should use the word "audience" in the descriptive term. Example: Station Audience Rating always appears on all contents pages in City Hooperatings Reports. The presence of the word should reveal that the Report belongs in the generic class of *audience* measurements whether the method of measurement revealed on the front cover is coincidental, coincidental-diary, recall, roster or whatever.

Those making measurements by cities or counties to establish the potential and/or aggregate radio families served by a station or network should use a different word. The presence of it (and the word "area" suggests itself because of its years of acceptance and use) should reveal that the Report falls into the category of area measurements whether the method (revealed on the Report cover) is NBC all-county, CBS ballot, FCC signal-noise ratio, signal strength, mail count or BMB.

If American radio is to merit nation-wide or to find world-wide acceptance for its methods of measurement (as it has for much of its technical and program pioneering), it must take a page from the centuries of experience in other fields of scientific research and unequivocally concede that the foundation stone for every scientific development is words chosen to transmit clear, accurate and precise information among the participants in the experiment.

No Stopping

EARLY MORNING fire in the Great Northern Hotel, Hot Springs, Ark., severed power lines of nearby KTHS, but, by means of portable power plant, Cecil Suitt, chief engineer, not only got the station on the air on time but rigged a remote pick-up. Bill Bailey, newscaster, covered the fire from the scene.

S'HELP US THERE IS A CHICKEN BRISTLE (Ky.)!

People often ask us if we "make up" the funny names of Kentucky towns that appear every week in our WAVE advertisements. The answer is "*NO*"! They're all real towns—including Chicken Bristle! We think the point is obvious. WAVE coverage is concentrated in (and reaches every part of) the Louisville Trading Area, which has more money and buys more goods than all the rest of Kentucky, *combined*. No other station can make that claim. Want availabilities?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . N. B. C.

FREE & PETERS, INC.

National Representatives

Texas Best Radio Buy Serving Texas Twin Cities Dallas & Fort Worth

"How to Save Money" is a matter of simple arithmetic . . . and so is this opportunity for double coverage of the Billion Dollar Dallas-Fort Worth Markets . . . twice for one price, at simultaneous or separate hours.

Use these two established 5000 watt stations for coverage that will SELL these dominant twin markets, at a 2 for 1 price combination.

REPRESENTED BY

WEED & CO.

NEW YORK DETROIT CHICAGO BOSTON ATLANTA HOLLYWOOD

PLANE CRASH COVERAGE

NBC's Dave Brinkley Describes Newfoundland Disaster

As Pool Network Reporter

FIRST NEWS of the rescue of the survivors of the Newfoundland plane crash of Sept. 18 was sent out the following Saturday afternoon by Dave Brinkley, WRC (NBC) Washington news editor, who covered rescue operations as a pool network reporter.

Despite the fact that there were only two telephone lines out of the area, one of them out of operation, and cable communications were "practically nonexistent," Mr. Brinkley phoned to NBC headquarters in New York the first news of the rescue as the helicopter landed at Gander Field. A few minutes later, at 5:05 p. m. (EST) Saturday, Sept. 21, he broadcast to all four networks a report of the rescue of the first four survivors to be brought back.

Previous to that time he had flown over the wreckage and wire recorded a description which was played to New York, rerecorded there and played back at 11 p.m. Saturday on WEAF New York.

Saturday evening he interviewed four members of the rescue party and succeeded in getting through a cabled story to New York. Shortly after he had cabled the story the appearance of the Northern Lights cut off all communications until the following day.

Mr. Brinkley flew to Gander Field in the ATC plane that carried the disassembled helicopter which was assembled on the field for the rescue. The plane in which he flew to view the wreckage was an RCAF plane that had brought three CBC correspondents to the scene, and which crashed on the edge of Gander Field the following day.

The CBC correspondents in the plane, Chief Announcer Barry MacDonald, News Editor Fred Brickendale, and Engineer Jim Murphy, were unhurt. Members of the staff of CBH Halifax, they were the first radiomen to view the wreckage of the fatal crash, after flying into Gander Field Friday.

They wire recorded a description of the wreck on Friday, which was aired that evening to CBC and relayed to MBS and ABC. On Saturday they interviewed the pilot of the rescue plane and the medical officer at Gander.

WSBT is really an old-timer in the South Bend, Indiana market. WSBT has won the confidence of its listeners through a quarter-century of friendly service. People like WSBT—listen to it faithfully. A terrific "Hooper" proves it.

960 KILOCYCLES
1000 WATTS
COLUMBIA NETWORK

WSBT
SOUTH BEND

Paul H. Raymer Company • National Representatives

Guest Quits FCC For Amherst Post

New York Regional Attorney Named Alumni Secretary

MR. GUEST

JAMES ALFRED GUEST, regional attorney in charge of FCC's New York field office, has resigned from the Commission effective Oct. 15 to accept a position as secretary of Amherst College Alumni Assn., Amherst, Mass. [BROADCASTING, Sept. 23].

Mr. Guest graduated from Amherst in 1933, a classmate of FCC Acting Chairman Charles R. Denny Jr. He earned his law degree at Yale U. and then attended the Geneva (Switzerland) School of International Studies.

Upon completion of his studies, Mr. Guest joined the Newark office of Prudential Life Insurance Co. of America, assigned first to the litigation and then to policy sections. He joined FCC Dec. 1, 1942.

Among the cases which Mr. Guest has been active in are: Foreign language broadcasts and illegal radio stations (working with Radio Intelligence Division during the war); Providence (R. I.), FM hearings, and more recently the New York television and currently the New York FM hearings as Commission examiner.

Mr. Guest is married to the former Elizabeth Laney Montignani. They have three children: Alison, 7, James Alfred, 5, and Anne, 2.

WOL Goes 5 kw

TIMED to tie in with exclusive Mutual coverage of the World Series, WOL Washington will increase power to 5 kw fulltime tomorrow (Oct. 1), with heavy promotion utilizing newspapers, car cards, movie trailers, billboards, mail and a special ceremony at the new transmitter in Montgomery County, Md. Merle S. Jones, station general manager, said elaborate special network shows will focus attention on WOL as a top news station.

Sponsored by

CHICAGO MOTOR CLUB A. A. A.

1946 FOOTBALL PROGRAM ON WGN

September 21	Illinois at Pittsburgh
September 28	Notre Dame at Illinois
*October 5	Wisconsin at Northwestern
October 12	Purdue at Notre Dame
October 19	Wisconsin at Illinois
October 26	Illinois at Michigan
November 2	Ohio at Northwestern
November 9	Indiana at Northwestern
November 16	Northwestern at Notre Dame
November 23	Illinois at Northwestern
November 30	Southern California at Notre Dame

*Subject to World Series Date

SCORING REGULARLY *with middlewestern listeners!*

WGN scores consistently each fall with sports-minded listeners. Our scoring formula is quite simple: An imposing line-up of top games eloquently described by an expert on sports . . . in this case Jack Brickhouse, a nationally known sportscaster.

Remember, the best football is played in the middlewest, and the best of it is broadcast over WGN. It is another example of the program leadership WGN listeners have come to expect.

A Clear Channel Station . . . . . Serving the Middle West

MUTUAL BROADCASTING SYSTEM

WGN

CHICAGO 11 ILLINOIS
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

YOU MAY BE ABLE TO BOWL TEN 300 GAMES*—

BUT—YOU CAN'T ROLL INTO WESTERN MICHIGAN ON AN OUTSIDE BROADCAST

You might just as well try to roll a bowling ball through a stone wall as to try to broadcast through Western Michigan's "stone wall" of *fading!* Even 50,000-watters pound to little avail on this queer barrier.

Hence people in Western Michigan, even more than people in other sections, consistently tune to "home" radio stations. *And their first choices are WKZO-WJEF.* WKZO in Kalamazoo and WJEF in Grand Rapids offer you *complete* coverage of Western Michigan—far more radio homes than any other combination. Write for all the facts, or just ask Lewis H. Avery, Inc.

* *H. Marina did it, according to American Bowling Congress Records.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

MANAGEMENT

JAMES S. KNOWLSON, chairman of the board and president of Stewart-Warner Corp., was awarded the Medal for Merit by Secretary of War Robert P. Patterson at a private ceremony held in the Mayflower Hotel, Washington. Mr. Knowlson has served as head of various government departments as a dollar-a-year man from Oct. 1941. Presently he is a member of the Business Advisory Council, Dept. of Commerce.

DON SEARLE, ABC Western Division vice president, in New York for conferences with network officials, returns to his Hollywood headquarters during early October.

STEWART HILL has become acting manager of CJCH Halifax, N. S., succeeding **JIM HUMPHREYS** who has moved to Montreal.

STEPHEN P. WILLIS, general manager of WJNO West Palm Beach, Fla., has been appointed advertising commissioner of West Palm Beach by the City Commission. Mr. Willis was instrumental in establishing a city advertising appropriation for radio, magazine and newspaper schedules, the first the city has had since 1928. The Advertising Commission will supervise expenditures and approve campaign material.

JACK GOODMAN, KALL Salt Lake City assistant manager, is to visit WLS Chicago, WIBW Topeka, Kan., KFAB Omaha and WHO Des Moines to survey latest type of farm-service programs as a representative of Intermountain Network.

GEORGE SUTHERLAND, manager of WILM Wilmington, Del., is father of a boy, John Arnold.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, has been appointed radio division chairman of Los Angeles Community Chest for coming year.

MAJ. EDNEY RIDGE, director of WBIG Greensboro, N. C., has been asked to address the class of Introduction to Radio Broadcasting at the U. of North Carolina. Major Ridge will relate his experiences with WBIG.

JOHN PATTISON WILLIAMS, vice president of WING Dayton and WIZE Springfield, Ohio, has been elected member of the Second District Stations Planning and Advisory Committee of ABC. He will represent ABC stations in Ohio, Michigan and parts of Indiana and West Virginia. Election was conducted by Ernst & Ernst.

JOHN SHEPARD 3d, chairman of the board of directors of the Yankee Network and member of the MBS board, sailed last week for Europe where he will spend three weeks inspecting MBS facilities. He will return Oct. 21 on the Queen Elizabeth on its maiden voyage as a reconverted civilian passenger liner.

CARL J. BURKLAND, general manager of WTOP Washington, CBS Capital outlet, in Hollywood to observe M & O operations, proceeds to St. Louis for similar purpose.

MICHAEL RITTENHOUSE, former NBC announcer and more recently with Mary D. Chase Productions, New York, has been appointed night manager of WIP Philadelphia.

New York Radio Club To Hear 4-Way Forum

FOUR-WAY forum on the responsibility to radio of the advertiser, the broadcaster, the public and Government will be presented Oct. 3 at the opening luncheon of the 1946-47 season of the Radio Executives Club of New York, to be held at Hotel Roosevelt. Arthur Pryor Jr., vice president of BBDO, will speak for the advertiser; Frank E. Mullen, vice president and general manager of NBC, for the broadcaster; Dean Mildred Thompson of Vassar for the public and James Lawrence Fly, former FCC chairman, for Government.

To bring the club's income into line with increased expenses, REC President Robert D. Swezey polled the club's membership on a proposal to increase dues for active members to $10 a year, for associate members to $5. He received approval of the increase by a vote of 211 to 18.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Delivers Coverage of North Carolina's No. 1 Market

- Winston-Salem
- Greensboro
- High Point

WSJS
WINSTON-SALEM

Affiliate for
THE TRI-CITIES
★
Represented by
HEADLEY-REED COMPANY

BMI Pin Up SHEET

Hit Tunes for October
(On Transcriptions)

BEST MAN, THE (Vanguard)
LANG-WORTHY—Four Knights
" Tommy Tucker
STANDARD—Freddy Martin
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence
WORLD—Les Brown

BLUE CHAMPAGNE (Encore)
ASSOCIATED—Richard Himber
STANDARD—Freddy Martin
" The Californians
WORLD—Charlie Spivak
MacGREGOR—Henry King
THESAURUS—Vincent Lopez
" George Wright
LANG-WORTH—Johnny Long
" Al Trace

COFFEE SONG, THE (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
WORLD—Les Brown
STANDARD—De Castro Sisters
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY, MY BABY (Goode)
WORLD—Charlie Spivak
LANG-WORTH—Frankie Carle
CAPITOL—King Sisters

I GUESS I'LL GET THE PAPERS AND GO HOME (Campbell-Porgie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
WORLD—Russ Morgan
CAPITOL—Peggy Lee

IT'S MY LAZY DAY (Stevens)
ASSOCIATED—Evelyn Knight
LANG-WORTH—Chuck Foster
THESAURUS—Novatime Trio
WORLD—Russ Morgan

MISSION OF THE ROSE, THE (Wemar)
LANG-WORTH—Frankie Carle
" Al Trace
WORLD—Milt Herth Trio
THESAURUS—Vincent Lopez
PIN UP—Enoch Light

MOON OVER BROOKLYN (London)
WORLD—Guy Lombardo
ASSOCIATED—The Stardusters
LANG-WORTH—Blue Barron
THESAURUS—Novatime Trio
STANDARD—The Coronettes
" Joe Reichman

TOO MANY IRONS IN THE FIRE
ASSOCIATED—Richard Himber
" Stardusters
LANG-WORTH—Blue Barron
" Al Trace
" Chuck Foster
WORLD—Russ Morgan (Marks)
MacGREGOR—Don Swan
" Jimmie Grier
THESAURUS—Novatime Trio
CAPITOL—Hal Derwin

VEM VEM (Pomara)
LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Music of Manhattan

WHATTA YA GONNA DO (B.M.I.)
THESAURUS—Novatime Trio
ASSOCIATED—The Stardusters
" Phil Brito
MacGREGOR—Don Swan
" Jimmie Grier
WORLD—Les Brown
PIN UP—Enoch Light
STANDARD—The Coronettes
LANG-WORTH—Randy Brooks
" Chuck Foster

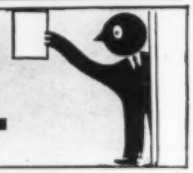
WHEREVER THERE'S ME THERE'S YOU (Republic)
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Red Nichols
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
STANDARD—Dick Jurgens
CAPITOL—Peggy Lee

WHO TOLD YOU THAT LIE? (Stevens)
ASSOCIATED—Galli Sisters
" Phil Brito
PIN UP—Enoch Light
WORLD—Les Brown
STANDARD—Dick Jurgens
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron
" Al Trace

WITHOUT YOU (TRES PALABRAS) (Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Veramae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
" The Californians
WORLD—Mischa Borr

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

Commercial



PHIL REILLY, former publicity director of WINX Washington, has been named commercial manager of WLBR, new Lebanon Broadcasting Co. station at Lebanon, Pa. WLBR is scheduled to go on the air around Nov. 1.

RICHARD GERKEN, released from the Navy as chief petty officer, joins the New York office of John Blair & Co. as account executive. He reports to **RICHARD D. BUCKLEY**, Blair vice president.

WILLIAM W. FIRMAN, formerly with WIND Chicago and other midwest stations, has joined ABC Central Division as local network spot salesman.

THOMAS D. RISHWORTH, manager of NBC program package sales since January, has accepted the directorship of Radio House at the U. of Texas. Mr. Rishworth joined NBC in 1941 as assistant director of public service programs.

ELAYNE PETERSON has been made traffic manager of KROW Oakland, Calif., replacing **GENNIE NELSON**, resigned.

KMPC Hollywood has issued rate card 16 covering increase to 50,000 w effective Oct. 1, 1946. Change is applicable only to new advertisers. Current advertisers remain on old rate card until Oct. 1, 1947.

ROLLY FORD has been appointed sales manager of CHUM Toronto. He first started in broadcasting in 1930 as a salesman on CJCJ Calgary, moved to Vancouver where he joined the sales staff of CJOR in 1935, then director of public relations for CJOR. He was in the RCAF from 1939 to 1944, when he was loaned to the National Film Board as newsreel cameraman, covering many wartime assignments.

CHARLES E. MIDGLEY Jr., CBS sales service manager, Sept. 26 opened his seventh annual course on "The Business Side of Radio" at the New York U. Division of General Education. Classes are held at CBS headquarters once weekly.

LARRY BUSKETT, account executive of KMPC Hollywood, has been made secretary of San Fernando Golf Club, Woodland Hills, Calif.

GEORGE BALLOU, WGBS Miami, Fla., salesman is father of a boy, George, Jr.

DAVE WILLIAMSON, San Francisco manager of Homer Griffith Co., has been transferred to firm's Hollywood office as general manager. He also continues in a supervisory capacity over firm's other offices. **H. G. WELLS**, account executive, has been promoted to San Francisco office manager of the firm.

J. H. (Johnny) JOHNSTON has resigned as Los Angeles manager of W. S. Grant Co.

RICHARD HESS, supervisor of research of CBS M & O stations and Radio Sales, New York, arrived in Hollywood last week.

ARTHUR POPPENBERG, formerly with NBC and INS as well as several stations and advertising agencies, has been appointed salesman in the Taylor-Howe-Snowden New York office.

CKVL Verdun, Que., has appointed H. N. Stovin & Co., Toronto, as exclusive representative. Station expects to be on the air late in December with 1 kw on 990 kc.

HARRY C. FOLTS, former eastern manager of Packer-Central Outdoor Advertising Co., has been appointed account executive of the New York office of Joseph Hershey McGillvra Inc., station representative. Mr. Folts was recently discharged from the AAF after 3½ years of service.

KTBI Tacoma, Wash., has named Geo. Grant & Co., Hollywood-San Francisco, as Pacific Coast sales representative.

BOB KAUFMAN, account executive at KFWB Hollywood, is father of girl born Sept. 16.

CHARLES V. WOODWARD has returned to accounting department of KYW Philadelphia after 3½ years in the Army. He was a first lieutenant.

PAN AMERICAN Broadcasting Co., New York has been appointed exclusive representative of Radios La Cooperativa Vitalicia, Chile's eight-station network.

WTVL Waterville, Me., has appointed Radio Advertising Co., New York, as exclusive national representative.

HENRY GERSTENKORN, assistant sales manager, Don Lee Broadcasting System, Hollywood, in New York the past week contacting agencies, due to arrive in Chicago today (Sept. 30) on similar mission.

WJHL

Johnson City, Tenn.

will operate on

5000 WATTS

Effective October 1

910 KC **WJHL** **5000 W (D)** **1000 W (N)**

Johnson City, Tenn.

NATIONAL REPRESENTATIVES: HOWARD H. WILSON COMPANY

Allied Arts

ALBERT E. SINDLINGER, executive vice president of Audience Research Institute, New York, has resigned. Executive direction of the firm will be shared by **JAMES L. WOLCOTT**, general manager, and **JACK SAYERS**, present West Coast representative.

CLAUDE McCUE, executive secretary of Los Angeles AFRA, arrived in New York Sept. 27 for national negotiations with networks and advertising agencies.

ARTHUR E. DURAM, former director of promotion and research for Hillman Periodicals, has been added to O'Brien & Dorrance, New York, as head of newly established radio department. Prior to three years of service with AAF in ETO Mr. Duram has been with WHO WOC WCBS.

FREDERIC W. ZIV Co., Cincinnati, has placed quarter-hour transcribed "Barry Wood Show" under local sponsorship for 52 weeks (one to five weekly) on WEOA KATE WIRE WMBS.

TED COTT, program director of WNEW New York, has been signed by Tone Products Corp. of America to produce complete line of firm's "Merry-Go-Sound" children's records. He becomes vice president of disc firm, continues WNEW activities.

WILLIAM MEYER, after four years in armed forces and previous to that merchandise manager of Consolidated Millinery, New York, has been appointed advertising and publicity director of Tele-Tone Radio Co., New York.

ALBERT EARL has been appointed assistant advertising manager of the Columbia Recording Corp. Mr. Earl has been with the company since 1944 and has had charge of artist tour promotion, cooperative advertising and catalogs.

CARL R. FITTKAU has been appointed publicity representative for the Home Radio Division at Sunbury, Pa. and the Industrial Electronics and X-Ray Division of Westinghouse in Baltimore. Mr. Fittkau succeeds **C. M. MEEHAN** and will headquarter at Baltimore. Mr. Meehan is director of public relations for Westinghouse Radio Stations.

KEVIN SWEENEY, manager of Fletcher Wiley Productions, Hollywood, arrived in Boston last week to confer with New England group affiliates on "The Housewives Protective League" programs. From there he proceeds to New York, Pittsburgh, Chicago and St. Louis in two weeks of conferences.

MARGARET ETTINGER & Co., Hollywood, has been appointed to handle national publicity and exploitation campaign for CBS "Eddie Bracken Show."

SAM CASCIO, administrator of veteran affairs for the Hallicrafters Co., Chicago, has been appointed personnel director. In his new position, Mr. Cascio will have charge of all industrial relations and personnel functions in addition to his present duties.

JOHN P. McCRACKIN has joined San Francisco staff of Knight & Parker, market research firm.

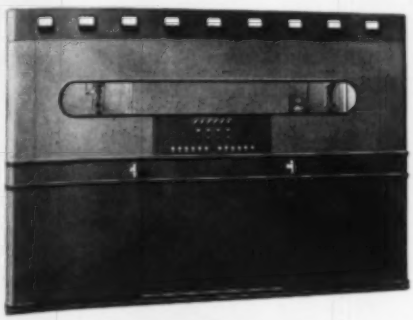
LEADERSHIP

Since the "Beginning of Radio Time"!

EVERYTHING FOR RADIO BROADCASTING from the PLANS to the COMPLETED STATION

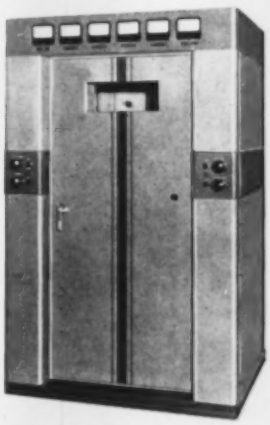
For completeness, engineering, efficiency, reliability and simplicity, GATES broadcasting equipment is adequate for any need. GATES service is complete—from the plans for your dream station to the completed job. Only representative units are shown herein. Write for complete details of any type of equipment you may require.

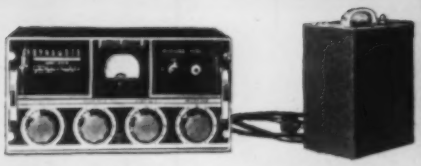
Gates
QUALITY SINCE 1922
Radio Transmitting Equipment



5 & 10 KILOWATT TRANSMITTERS

MODEL BC-5—new development, meeting all demands for a modern, versatile 5-Kilowatt Transmitter. Also made as a 10-Kilowatt Transmitter—MODEL BC-10.





Dynamote Remote Amplifier

This is one of the most popular remote amplifiers in use today. In its weather resistant case with power unit, (it may be taken anywhere on remote jobs necessitating headphones and microphones).

LIMITING AMPLIFIER

MODEL 28-CO—The most modern equipment for securing high average modulation levels with low distortion and noise. Trouble-free performance.

1-KILOWATT TRANSMITTER

MODEL 1-E—a new, modern, 1-Kilowatt Transmitter embodying improvements and features that will make your station outstanding in operation. Write for complete specifications.

REMOTE CONDITIONER

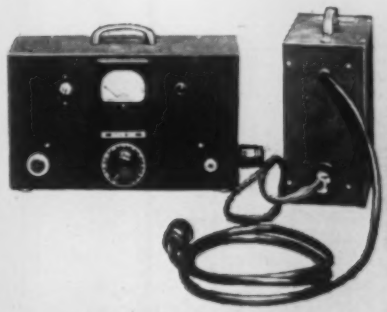
MODEL 6S—a superior unit for single microphone remote applications. Easily portable. Write for specifications.

LINE AMPLIFIER

MODEL 6C—a flexible Unit which may be used in recording, monitoring and line amplifier service. May be used throughout the station.

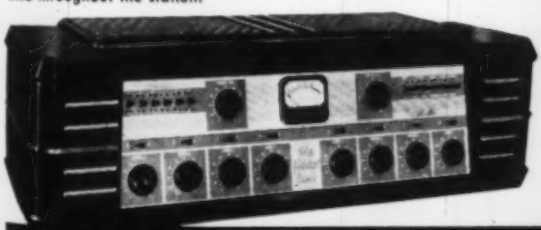
PREAMPLIFIER

MODEL 60-A—designed to furnish ample gain for any transcription pickup to bring the level up sufficiently to feed line amplifier.



REMOTE COMPACT

A single channel remote amplifier which is easily transported as a single unit, in airplane baggage type carrying case which is part of the equipment. Comes in two models—GR-80, GR-70. Write.



Speech Input Console

MODEL 30—De Luxe designed for eye appeal as well as engineering efficiency in radio stations and recording studios of all sizes. Write for specifications.

GATES

GATES RADIO CO., Quincy, Ill.

NEW YORK OFFICE:
9th FLOOR • 40 EXCHANGE PLACE

•

SOLD IN CANADA BY
CANADIAN MARCONI CO., LTD., MONTREAL

Exclusive Manufacturers of Radio Transmitting Equipment Since 1922

With The

Right Men In the Field–

This play started in the field...and paid off where it counts most. It takes men out there who know the game, who have a way of being in the right place at the right time for a truly winning combination.

And that's why this company has been so successful during the past fourteen years. Our men in the field know where to be and when to be there. They are specialists in their positions. They've trained hard, have come up through the "minors" and are proud of their experience and ability.

The radio stations we represent recognize this winning combination. Their volume of spot sales is proof of it.

PAUL H. RAYMER COMPANY, INC.

PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Time Shopping Early

LAST SUNDAY, daylight savings time terminated for those estimated 30,000,000 souls residing in DST areas. But for upwards of 100,000,000 people who live by "radio time," it ended a Babel of confusion. Life, they feel, will be normal again. (This has no relation whatever to the *private* interests of station, advertiser and agency personnel, who for the next few weeks will be mumbling to themselves trying to unscramble schedules).

But will things be normal? Realignment of schedules will remain only until next April, when DST again takes over *unless* remedial measures are invoked. New York sets the pace. When it goes EDST, all program schedules are forced to conform. The problem erupted this year because during the war, the nation was on daylight saving time by Act of Congress.

The chaos wrought by DST goes beyond the station itself. It means wholesale rescheduling for local and national and regional spot accounts. Only the network program gets the right of way. And that is done for the benefit mainly of the larger cities observing fast time.

Uniform time is the answer. It should be either *national* DST or *national* standard time. The transportation systems—railroad, ship and plane—have had the problem from the beginning. They have found their solution in observance of local standard time everywhere. The DST areas are in the distinct minority population-wise. So the majority areas control—EXCEPT in radio. In a Democracy everything should work by majority rule.

Let's have the majority rule in radio, too. We're for uniform standard time. We're going to try to do something about it.

EMERSON Radio & Phonograph Corp. is undertaking its heaviest advertising campaign to include 5,000 insertions, aggregating 3 million lines, in 500 newspapers through the end of October.

Hasn't Emerson ever heard of RADIO *as an advertising medium?*

Surface Observation

THE LETTER from Acting FCC Chairman Charles R. Denny Jr. to Robert Brown, INS executive news editor, interpreting the "wire news-local news" issue projected in the Blue Book is an interesting study in underwater swimming.

Mr. Denny, in his letter, actually grants the petition of Mr. Brown. Mr. Brown had asked that the Blue Book language be amended to provide that wire copy rewritten in radio stations and voiced locally be classified as "local" rather than as "wire." Mr. Denny responded, in effect, that an amendment was unnecessary since what Mr. Brown asked was exactly what the Commission meant all the time.

We have reason to believe that there are some at the Commission who wish they had never heard of the Blue Book. Whether Mr. Denny is among these, we do not know. But he can't keep swimming under water forever. Sometime, in the face of pleas for modification, he will have to emerge for air—at which point he may have to say "yes" or "no" instead of spitting between his teeth.

Acid Avco Test

PRACTICAL test of the so-called Avco-transfer procedure recently formally adopted by the FCC develops with the completion of the transaction under which control of KSTP St. Paul passes from trustees of the estates of the original financial backers to ultimate new control—in this instance Avco (Aviation Corp.) itself.

Here is a case where Stanley E. Hubbard, president and general manager since the station's founding more than a score of years back, fortuitously found himself in the position of arranging to acquire control himself or of liquidating his own 25% holdings. The trustees of the estates, under the trust mandates, could not invest in the expansion of the Minneapolis-St. Paul licensee into FM and television, presumably on the ground that these were "speculative ventures."

Mr. Hubbard has been the policy and directing head of KSTP from the start. He desires that the station enter these new fields to keep abreast of the art. He had an option to acquire the 50% holdings of the Shields estate at the best bona fide outside offer. He now has acquired both the Shields 50% and the Brown 25% from the trustees, under an arrangement whereby Avco, which loaned him the money, holds an option to purchase the 75% six months hence.

It appears to us consistent with the pronounced policy of the FCC that the first phase of this transaction—Mr. Hubbard's acquisition of the trustee stock—should not be open to public bidding under the Avco procedure. Under the Hubbard-Crosley transaction, fiscal control would change, but the continuity of management would not be disturbed. Thus policy control would remain where it has resided for 20 years—in Mr. Hubbard.

By the same token, it appears fairly obvious that when Avco-Crosley exercises its option to purchase control, the public advertisement-open bid procedure will apply.

Radio is just rounding out its first ownership generation. There unquestionably will be other cases from now on paralleling the Hubbard-KSTP case—where banker-trustees will be loath to invest in new enterprises essentially a part of the broadcasting art. Certainly those who have been instrumental in building station properties, particularly those holding minority interests, should not be forced to compete with outside interests under the Avco procedure, all other things equal.

Everything's All Set

THERE ARE interesting implications to be found in figures on set production in August.

The Radio Manufacturers Assn. reports that an alltime production record was established during that month, despite the fact that manufacture of FM receivers fell off the July figure by more than 30%.

Does this mean the public does not want FM sets? Or does it mean that manufacturers do not want the public to have FM sets—yet. Your guess is as good as ours.

But what it does mean is *this*: the public wants American radio. Whether they get it on FM or AM, they are buying receivers in order to hear programs.

That is the important element to consider in analyzing objectively the currents of controversy that flow around the AM-FM issue. The program *is* the thing, and if it's being transmitted, the public will receive it—by devices of its own selection.

Our Respects To—

EDWARD JOSEPH HEFFRON

DESIRABLE but not universal among practitioners of the fine art of influencing public opinion is an intimate familiarity with the thinking processes of people. NAB's new public relations expert, Ted Heffron, knows people and knows also the evolution and operating problems of broadcasters.

Ted learned about people the hard way—through actual rough and tumble soap-boxing. Back in the 30s he spent many Sunday afternoons in Washington's Franklin Park as spokesman for the Catholic Evidence Guild. There he stood on a box, operating a one-man panel as crowds gathered and flayed him with questions.

Most of the questions were sincere, others just plain ornery. Guild speakers, many of them prominent in Washington life, were trained to take on all comers. Ted took them on, answered their queries if he could, passed them by if he couldn't. After a few years of Sunday afternoon oratory he became adept at public speaking—especially without benefit of script.

Ted's first job after graduation from Georgetown Law School in 1931 came about through family necessity. Arrival of his first child just a year after he was married and while he still was in school, had created fundamental economic problems in the Heffron household. Ted had been working his way through school by serving in the U. S. marshal's office.

An opening developed at the National Council of Catholic Men, then in need of an assistant to the executive secretary. Ted got the job and quickly found himself in broadcasting, for his first assignment was to edit scripts for the NBC *Catholic Hour*, checking them for radio and public relations policy.

Three years later he was named executive secretary of the council, taking full charge of its public relations activities. Under his guidance the *Catholic Hour* developed into one of the most popular religious programs on the air. The council job took him into official Washington circles and all over the nation—and into loudspeakers on many occasions.

Having become thoroughly familiar with broadcasting from the programming side, Ted found himself deep in the heart of the regulatory problems that vex broadcasters when the industry's trade association was framing the original NAB code in 1939. Opposition among Catholic elements was heavy, inspired to some extent by the furore that surrounded the Sunday declamations of Father Coughlin. Whether they agreed with the Royal Oak priest or whether they deemed him a rabble-

(*Continued on page 44*)

You CAN TALK TURKEY, TOO!

You can talk turkey even if you don't know anything about the bird, itself, except how it tastes. When Bill Shomette and Walter Cardwell discuss turkeys, they do know their subject, because Mr. Shomette is WOAI's Farm and Ranch Director and Mr. Cardwell is Director of Luling Foundation Farms, a 1223 acre, non-profit project for the purpose of improving agricultural operations in the Southwest.

"Turkey raising is a risky business, especially when the birds are young," said Mr. Cardwell, *"but WOAI makes it a lot safer for many turkey raisers.*

"If it were not for advance warning on weather conditions, for instance, a turkey raiser could be ruined. He could lose a lot of money, too, if he didn't have the up-to-date market broadcasts because the newspapers are always a day or two old when they reach many farmers.

"I know from talking with them that the farmers actually consider WOAI a part of their business. And the importance of entertainment in these rural homes can't be overlooked. I really believe a lot of people wouldn't stay on the farm if they didn't have a radio—they'd feel too 'out of things'."

The Luling Foundation Farm is in the great "turkey triangle" of Texas which includes thousands of square miles and from which hundreds of thousands of dollars worth of birds are shipped to every part of the United States each year.

WOAI is the only 50,000 watt, clear channel broadcasting station in eighty-eight counties of southwest Texas of which even the great "turkey triangle" is a small part. WOAI's coverage extends to 30% of the population of Texas and this 30% accounts for 28% of the retail sales of the state. It is the only station serving much of this area.

We feel that we have a great obligation toward these people—to give them markets, agricultural information, weather data and good entertainment—and we are proud of appreciative statements like Mr. Cardwell's which thousands of our listeners, including dairymen, cattlemen, oilmen and others, have made.

We know they depend on us and we'll continue to give them our best!

WOAI
San Antonio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

50,000 WATTS *Clear* CHANNEL

Respects

(Continued from page 42)

rousing menace, many Catholics feared adoption of a broadcast code that would restrict religious groups and personalities in their use of the medium.

Ted was consulted by those in charge of the code project. He studied the provisions and decided they were sound, logical and impartial. Quickly he found himself in the middle of the pro and con groups, but didn't stay there long, coming out boldly in favor of the code. Ed Kirby, one of the code conceivers, observed the other day that the document never could have been adopted without Ted Heffron's help.

Birthplace of NAB's publicist—for protocol purposes the title is executive assistant for public relations under President Justin Miller and Executive Vice President A. D. Willard Jr.—was E. Dubuque, Ill., April 3, 1905. Ted attended E. Dubuque schools, then went to Loras College, Dubuque, where he received his A. B. in 1927.

Eager to become a lawyer, he selected the Nation's Capital as the best spot to get a legal education and hold a job at the same time. He enrolled at Georgetown and went to work for the Merchant Fleet Corp. After a year he got a better job at the U. S. marshal's office. In August 1929 he married Louise Howze, of Marion, Va., whom he had met at the home of a friend.

Passed Bar Exams

The next year, though still 12 months away from his LLB, he passed the District of Columbia bar exams, an achievement that eased the strain of attending school and supporting a family of three—though he went on to get his degree nevertheless.

Ted soon veered away from a barrister's career, but he satisfied his litigious yen by teaching commercial law at Strayer College of Accountancy in Washington. In 1940 he was awarded an honorary LL.D. by Loras, delivering the commencement address.

In 1943 he was appointed by an interfaith committee to draft recommendations on religious broadcasting at the Ohio State Institute for Education by Radio.

Last spring when Mr. Kirby resigned the NAB public relations post, NAB started looking for a successor. It needed to look only a few blocks across Northwest Washington, recommendation after recommendation pointing toward Ted, one of the Capital's active public relations counsellors.

He has three children, who provide about all the hobby one man can handle. When there's any time left, he indulges his gardening and golfing proclivities.

Crops Never Stop Growing in Magic Valley

It's hard to believe, but it's true . . . every day of the year, Valley folks are raising crops . . . citrus fruits . . . cotton . . vegetables. The perfect year 'round climate, coupled with the fertile delta soil of the Rio Grande has made the Valley one of the richest farm areas in the country. The effective buying power is far above the national average . . . $650.00 per person or an annual total of 165 million dollars. This is only a start, for each year more and more land is placed under cultivation. It's a market that is expanding rapidly in a p-e-r-m-a-n-e-n-t way. KRGV, the strategically located station penetrates Magic Valley from end to end. It's the proven way to effectively reach this Magic Market.

AFFILIATED WITH
TAYLOR HOWE SNOWDEN
Radio Sales

1290 ON THE DIAL
KRGV
TRANSMITTER W ESLACO
AND STUDIOS AT TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

affiliated with
NATIONAL BROADCASTING
Lone Star Chain
1000 Watts

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

News

ROBERT J. HENNESSY has been named director of special events and publicity of KMOX St. Louis, filling post long vacant since resignation last July of **JERRY HOEKSTRA**. Released from **AAF** as captain, Mr. Hennessy before the war had been with CBS special events and publicity under **H. V. KALTENBORN** and **PAUL WHITE** in network's New York studios. He was in Army for five years. At **KMOX** he rejoins **J. SOULARD JOHNSON**, station's director of public relations, with whom he worked at Scott Field, **AAF** base near St. Louis.

WINR Binghamton, N. Y., has entered into a cooperative agreement with the Binghamton Sun, morning daily, for night news coverage.

RAINE BENNETT, WRC Washington commentator, has had his writings on Pacific islands accepted for inclusion in the Encyclopedia Britannica. He currently is heard over **WRC** in a Sunday fifteen-minute program, "Islands in the News."

BOB VAUGHN has been named sports director of **KIDO** Boise, Idaho. He covers fight broadcasts locally and has a twice-weekly sports roundup.

RALPH WORDEN, WGAR Cleveland news editor since 1936, has been named to newly created post of director of public affairs. Mr. Worden is to assist labor, political and civic organizations on best utilization of radio time allotted to them. **CHARLES DAY**, member of **WGAR** news staff, has been appointed acting news editor to succeed Mr. Worden.

JOE PAVELICH, Montana State U. journalism student, has been added to the news department of KGVO Missoula, Mont., as local reporter. He is veteran of 3½ years service in AAF in South Pacific.

GEORGE GRIM, foreign correspondent and columnist for Minneapolis Tribune, has been signed by WCCO Minneapolis to do six morning and three evening newscasts weekly. He succeeds **JOHN RALEIGH** who resigns after four years with station as newscaster and commentator.

DON WATTRICK Sept. 30 joins the WJR Detroit sports staff. Formerly with WXYZ Detroit and Michigan Radio Network, he will handle play-by-play accounts of the U. of Michigan football games. **CHARLIE PARK** will handle color and assist. The J. L. Hudson Co. of Detroit is sponsor with Wolfe-Jickling-Dow-Donkey, agency.

HAL O'HALLORAN Jr., is the new farm editor of **WMRN** Marion, Ohio. Mr. O'Halloran spent three years in the AAF and was news and sports writer for WLW Cincinnati prior to his entry in service.

MORRIE MILLER has transferred from the announcing staff of KGLO Mason City, Iowa, to the news department of that station.

CENTRAL NEWS AGENCY of China early in 1947 will place in operation at Nanking two new 20 kw radiotelegraph transmitters just completed by Press Wireless Mfg. Corp. According to **CHUNG-CHIN KAO**, former director of the radio division of the agency, units will be utilized mainly for radiotelegraph, teleprinter and radiophoto operations and will be coordinated with the Press Wireless international network and other communications organizations for distributing news throughout the world.

FRED RAINS, former Army Special Services lieutenant, is newest addition to the local news staff of KWTO Springfield, Mo. He succeeds **WALTON D. CLARKE** who resigned to take post as director of radio workshop at Kent U., Kent, Ohio.

SCOTT WEAKLEY, special events director of KROW Oakland, Calif., has started course in radio voice and workshop at Oakland Technical Evening School.

JOSEPH HARSCH, CBS newsman, is the father of a boy.

CHARLEY CRAIG has joined KODY North Platte, Neb., as news editor.

JOHN ADAMS, CBS White House correspondent, is the father of a girl, Abigail.

KXOK St. Louis Sept. 30 adds AP to its lineup of news service facilities, including UP, INS and Reuters.

For the 6th Consecutive Year...

HOME FEDERAL SAVINGS & LOAN ASSOCIATION
TULSA, OKLAHOMA
BIRD & DOSTON
August 29, 1946
LOUIS W. GRANT
PRESIDENT
Mr. Gus Brandborg
Commercial Manager
Radio Station KVOO
Philtower Building
Tulsa, Oklahoma
Dear Mr. Brandborg:
We are pleased to renew Home Federal Savings and Loan Association's contract with Radio Station KVOO for the sixth year. This 10:00 p. m. fifteen minute newscast over the past six years has proved beyond a doubt to be the best medium of advertising which this association has ever had.
While the newscast since the war may not have the listening audience that it did during the war, it has not been noticeable insofar as the results for our association are concerned.
We appreciate the cooperation which we have received from Radio Station KVOO during the time that we have been one of your advertising customers.
Sincerely,
President
HOME FEDERAL SAVINGS AND LOAN ASSOCIATION
VETERANS HOME LOANS
DREW BLDG.
HOME FEDERAL
SAVINGS AND LOAN

50000 WATTS NBC ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

For the 6th consecutive year the Home Federal Savings and Loan Association of Tulsa, one of the southwest's largest, has renewed its sponsorship of the nighttime 10 o'clock newscast on KVOO. This is signal recognition of the effectiveness of this service. It is with pride that we acknowledge the letter above and extend our congratulations to Mr. L. W. Grant and the Home Federal organization on their proud achievements during the past years. We are pleased to have had a part in this successful growth.

OKLAHOMA'S GREATEST STATION ● 50,000 WATTS ● NBC
EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

PRODUCTION

MYRON CURRY, KMBC Kansas City announcer, has been promoted to continuity director. He assumes duties of **ROBERT LIGGETT** who was appointed program director of WCAR Pontiac, Mich.

HARRY LUBCKE, director of television, Don Lee Broadcasting System, Hollywood, flies to Washington Oct. 5 for two-day conferences with government officials on networks electronic research. From there he proceeds to New York to attend TBA Convention.

JACK FULWILER, 1946 graduate of the U. of Georgia School of Journalism, has been named head of the J. Walter Thompson Co., Atlanta, media department.

CAPT. WILLIAM S. NEWKIRK, on terminal leave from the Army, is to return to the program and announcing staff of KTRH Houston, Tex. He last served with Philippine Scouts, 43rd Infantry Regiment. He enlisted in the cavalry in 1942.

MILDRED BAILEY, director of "Food Is Fun" on WCOP Boston, is to be speaker at the Hartford radio conference for Connecticut clubwomen Oct. 10.

BARNEY KEEP, announcer at KEX Portland, Ore., is the father of a boy.

BEN PALEY, CBS Western Division director of program operations, is in the Los Angeles Cedars of Lebanon Hospital, where he underwent an operation on Sept. 18.

JAMES McCANN, KYW Philadelphia announcer, Sept. 21 married **MILDRED BROWN** of the Wellman Agency, Philadelphia.

TOM HOTCHKISS, production manager of KGER Long Beach, Calif., has resigned to enter his own business.

MARILYN MAXWELL has been signed as featured vocalist on the NBC "Abbott & Costello Show," resuming Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co. for Camel cigarettes [BROADCASTING, Sept. 23]. Nat Wolfe will produce. Agency, William Esty & Co., New York.

MARJORIE SHELDON has been appointed director of civic events for WGL Fort Wayne, Ind. Miss Sheldon was winner of top honors at the Fifth Annual NBC-Northwestern U. Radio Institute last August.

GIL SHAW, announcer of WMBG Richmond, Va., has returned to the station following release from the Navy as ensign. He served two years, part of time in Pacific. **G. CONRAD RIANHARD**, formerly with WMTM Danville, Va., has joined the program department of WMBG.

ALBERT COLEMAN, musical director of WSB Atlanta, Ga., has been selected to direct the music of the Southeastern World's Fair in Atlanta, Sept. 27-Oct. 6.

FREDERICK KARCH, KYW Philadelphia producer, has been named director of the Neighborhood Playhouse, theatre group, and in addition will teach dramatics to Junto, adult education group.

HOBE DONOVAN, Hollywood writer-producer of the NBC "Smilin' Ed McConnell Show," in New York for three weeks. **MAX HUTTO** is handling the show during Mr. Donovan's absence.

LORRAINE JENEVEIN, head of KGO San Francisco continuity department, has announced her engagement to Ward Duchene, former Navy lieutenant who is now a metallurgist at the Cruciole Steel Co., Pittsburgh.

STAN WARANCH, former Army announcer and disc announcer for WSSV Petersburg, Va., has resigned to attend college at the Richmond Professional Institute, Richmond, Va.

LARRY LUNKER, former free lance writer of Chicago, has joined the continuity staff of WFMJ Youngstown, Ohio.

JACK QUINN, former record mc at WERC Erie, Pa., and formerly with WICA Ashtabula, Ohio, has joined WMRN Marion, Ohio. Mr. Quinn did special Army shows from Camp Millard, Bucyrus, Ohio, over WMRN while serving in the Army.

DELLA FOSS PAIN, former script writer at CBC Winnipeg studios, is now writing 52 half-hour radio plays for 3DB of the Australian Broadcasting System. She is now in Frankston, Victoria, Australia.

NORMAN LUCAS, senior producer of CBC Winnipeg, won the autumn golf tournament of the Radio Broadcasters Club of Winnipeg. **PERCY BURDETT**, **PAUL OLYNYK**, **FRANK SIMON** and **HENRY ELSASSER**, musicians of CKY Winnipeg, won team trophy.

DON BONHAM, former announcer at KWNO Winona, Minn., and **STAN TORGERSON**, formerly with AFRS in Aleutians, have been added to the announcing staff of KGLO Mason City, Iowa.

EDWARD SHATTUCK, corporation lawyer and member of General MacArthur's staff during war, is now moderator of "Open Forum" on KMPC Hollywood.

ROBERT H. O'SULLIVAN, chief announcer of KWJB Globe, Ariz., has resigned to join announcing staff of KWPC Muscatine, Iowa.

WALT SHELDON, former assistant to the program director of WCAU Philadelphia and China reporter for ABC wartime show, "The Fighting AAF," has been named copy and accouncing chief for KOAT Albuquerque, N. M. He has been in radio since 1937.

DAVID K. FULTON, former special events director for WGAC Augusta, has been named program director of WALB Albany, Ga.

DORT LIBIN, released from the Army, has been appointed assistant to **NORMAN REED**, program director of WWDC Washington. He succeeds **SID PETERS**, who resigned to freelance.

DONNELLE SHANNON, script writer at WWDC Washington who recently was married to James Fitzgerald, has resigned from the station. She is succeeded at WWDC by **LYNNETTE WILSON**, former assistant to **IRA WALSH**, public events director.

TANNIS MURRAY, talks department, CBC Toronto, is attending the International Assembly of Women at South Kortright, N. Y., Oct. 12-22, as one of four Canadian women invited to attend the conference.

ROSS ROWLANDS, former chief announcer of CKCW Moncton, N. B., has joined CKDO Oshawa, Ont., as program director. He served with the RCAF during the war.

ART LINKLETTER, Hollywood mc of various network shows, has completed his book "Out of My Head" which is to be published in March by Doubleday & Doran. The book covers 13 years of author's ad lib experiences and includes parts of 15,000 interviews which he broadcast.

GLEN LANGLAND, who portrays Barton Drake on MBS "Mystery is My Hobby", has been signed for role of Captain Rex Morgan in 20th Century Fox film version of "Forever Amber."

FRANK McHUGH has succeeded **STU ERWIN** in title role of CBS "Phone Again, Finnegan."

TOM CONWAY will portray Sherlock Holmes when that mystery detective series resumes on ABC stations Oct. 12.

MERVYN AMOLS and **ANTHONY CUMMINGS**, formerly with WCOP Boston and WLEU Erie, Pa., respectively, have joined the announcing staff of WJLS Beckley, W. Va.

BILL WILLER, former KALL Salt Lake City news commentator and before that director of public service at KUTA that city and WIP Philadelphia as announcer, has been added to the KROW Oakland, Calif. announcing staff.

DONN CHOWN, announcer at WJR Detroit, has been appointed head of script department. Day after promotion he became the father of a girl. While waiting at the hospital he wrote the initial script of a new WJR program.

JERRY JACOBY of CBS Hollywood program department and Kenneth L. Parsons were married Sept. 13.

JIMMY WALLINGTON has been assigned announcer on NBC "Duffy's Tavern" resuming Oct. 2.

PAUL SNYDER, former staff announcer of WCFL Chicago, is now freelancing in Hollywood.

KFYR *is the* **NORTHWEST'S GREATEST ADVERTISING MEDIUM**

GREATEST CIRCULATION: 176,630 *homes*—12% more than *all* radio homes in Seattle and Spokane combined—according to NBC's latest all-county survey.

HIGHEST RATINGS: KFYR shows have higher *local* ratings—every hour, every day—than any other station—according to Robert S. Conlan's latest survey (April, 1946).

GREATEST BUYING POWER: *Farm* income alone in North Dakota (only part of KFYR's six-state primary) last year was over half a billion dollars. In the first two months of 1946, North Dakota farmers received 44% *more* income than in the same period of 1945—according to the Federal Reserve Bank Review (May, 1946).

BEST RESULTS: 85.3% of KFYR's current business is from advertisers who have used KFYR before—who *know* from experience that KFYR sells the Northwest as no other medium does!

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles
National Representatives:
JOHN BLAIR & CO.

$5.00 on the WINR

THE girl in this picture is a winner. On our very first day on the air — on the very first street quiz program sponsored by a Triple Cities furrier (name on request), she won $5.

SHE crossed the street, walked a half block to the sponsor's store and, within five minutes after the program had ended, put down the $5 (and a lot more) for the coat she wears.

TRIPLE CITIES WOMEN have money to spend. Every week, 20,013 of them take home **$700,453.***

*Source, N. Y. State Dept. of Commerce

This is the Actual Girl — and the Actual Coat

WINR

For QUICK Results Put Your Money on the

WINR

NBC in the Triple Cities — Endicott, Binghamton, Johnson City

At Binghamton
New York

DAVID CARPENTER
GENERAL MANAGER

HEADLEY-REED
National Representatives

Time Buyers!

"Spot" PROGRAMS PUT CLIENTS IN THE DOUGH!

Here's a batch of glittering programs based on NBC "Spot's" definite-success recipes. Definite-success recipes? Yes, indeed. For all combine the essential ingredients necessary to win a sit-up-and-listen audience—*the most valuable audience that money can buy.* For instance:

. . . these programs are featured on "Spot's" Key Stations in 11 vital markets . . . Key Stations that broadcast day in and day out to 57% of the radio families in the U. S.

. . . radio families with *34.2% greater buying power* than the average for the whole country.

So if you really want to put your clients in the dough . . . call "Spot" *this very minute* . . . for "Spot's" programs sell like hot cakes!

WEAF . . . . . **New York**
"H. V. Kaltenborn Edits The News"—This distinguished news analyst—Dean of American Radio Commentators—heard regularly on the NBC network, is available for local sponsorship. *7:45-8:00 pm, Monday, Wednesday and Friday.*

WBZ . . . . . **Boston**
"Bump Hadley"—an authority on Sports, who speaks from experience as a great athlete. *6:15-6:30 pm, Mon. thru Fri.; 6:30-6:45 pm, Sunday.*

WOWO . . . . . **Fort Wayne**
"Hoosier Hop"—national favorites, this mighty famous group is available right now for local sponsorship. *9:30-10:00 pm, Tuesday.*

WMAQ . . . . . **Chicago**
"Clifton Utley," noted commentator, offers a brief, informative and fast-moving news summary, followed by his comments and analyses. *8:45-9:00 am, Monday thru Friday.*

WGY . . . . . **Schenectady**
"Otis and Eleanor"—popular with WGY listeners for over 6 years, this team offers cowboy and folk tunes and friendly chatter. *8:30-8:45 am, Monday thru Friday.*

KYW . . . . . **Philadelphia**
"Robert Heckert," news analyst, interprets news highlights daily for a large mid-day audience in Philadelphia. *12:50-1:00 pm, Mon. thru Fri.*

KDKA . . . . . **Pittsburgh**
"Johnny Boyer Sportscast"—Most popular sports announcer in the tri-state area, Boyer presents a nightly resume of sports news highlights. *11:15-11:30 pm, Monday thru Saturday.*

WRC . . . . . **Washington**
"Stringtime"—light concert melodies, blended with smooth arrangements of popular show tunes by the ten-piece NBC String Orchestra and featured vocalists. *6:15-6:30 pm, Mon. and Wed.*

WTAM . . . . . **Cleveland**
"Tom Manning, Sportscaster," known throughout the middlewest, brings to the mike a constant procession of sporting events, interesting personalities, and unusual happenings. *6:00-6:10 pm, Monday, Wednesday and Friday.*

KOA . . . . . **Denver**
"Fred Nesbit Sings"—A great new singing find, baritone Nesbit is presented twice weekly in a delightful quarter-hour of music. *6:45-7:00 pm, Thursday and 1:45-2:00 pm, Sunday.*

KPO . . . . . **San Francisco**
"News of the World"—a network roundup of world news events; available for local sponsorship. *4:15-4:30 pm, Tuesday and Thursday.*

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Main 6211 . . . Boston, Hancock 4239

AGENCIES

LIONEL PLACE has been appointed Hollywood representative of Russel M. Seeds Co., Chicago, responsible to JACK SIMPSON, agency's radio director on West Coast shows. These include Red Skelton, "People Are Funny" and Carmen Cavallero. Seeds has severed connections with John Guedel Radio Productions, previous Hollywood representative, because Mr. Guedel desired to devote more time to other accounts.

CONLEY, BALTZER & STEWARD, new San Francisco advertising agency, has opened offices at 709 Mission St. Principals are ROBERT W. CONLEY and IRVIN H. BALTZER, former vice president and account executive respectively of The Conner Co., San Francisco, and WILLIAM A. STEWARD, art director. JOHN A. COLETTI, formerly in the art department of The Conner Co., and MAURICE E. BURKE, freelance illustrator-designer, also have joined agency.

DAVID DUNNING BROWN, account executive on Oxydol (Procter & Gamble), for nine years at Dancer-Fitzgerald-Sample, Chicago, has joined Foote, Cone & Belding, that city, in an executive capacity.

GAIL D. GORDON, formerly with McCann-Erickson, New York, in creative and account executive capacity, has joined Grant Adv., New York, as a member of the copy and plan board.

M. C. BORLAND, copy head of J. Walter Thompson Co., San Francisco, has resigned to become partner in Hannah Adv., that city, effective Oct. 1.

ALBERT W. HUMM, vice president of Hixson-O'Donnell Adv., New York, has been elected a director of the agency.

COURTENAY J. MOON, released from the Army and before the war New York and San Francisco account executive of Young & Rubicam, has joined the creative staff of McCann-Erickson, San Francisco. KENNETH STRIKER has switched from agency's San Francisco office to Los Angeles and is assigned to recently acquired Broadway Dept. Store account. DON CRONIN, ex-serviceman, has rejoined McCann-Erickson's production department in San Francisco.

PAUL MONROE has resigned as radio production director of Blow Co., New York, but will be retained on a free-lance basis to continue directing the "FBI In Peace" and "Crime Doctor" shows for the agency as well as "Tonight on Broadway" on CBS until its current contract is up the early part of November.

JERRY COLEMAN, former account executive of Davis & Beaven, Los Angeles, and DALE JONES, who has resigned as advertising manager of J. J. Sugarman interests, have formed their own agency in that city under name of Coleman-Jones Adv. Location is 404 W. 8th St.

G. WILLIAM ANDERSON Jr., released from AAF and formerly with CBS, has joined Foote, Cone & Belding, New York, as assistant to STEPHEN CZUFIN, vice president and American Tobacco account executive on Lucky Strike radio.

LAWRENCE A. ROCKLEIN Jr., formerly with OWI, has joined the Detroit creative staff of Brooks, Smith, French & Dorrance. With OWI he served as chief in the outpost at Brazzaville, French Equatorial Africa, and Leopoldville, Belgian Congo. He previously did radio writing for several national agencies.

ROBERT E. ZEH, group head with J. Walter Thompson Co., Chicago, has resigned to become vice president and account executive of Henri, Hurst & McDonald, Chicago, effective Oct. 1.

F. J. SMALLEY Jr., manager of the New York office of Smith, Bull & McCreery, is recovering from a major operation.

DICK GARTEN, former announcer of KFWB Hollywood, has joined special events department of Smith, Bull & McCreery, Hollywood.

MONROE W. GREENTHAL, Army veteran and former vice president and director of advertising and publicity for United World Pictures, New York, has formed his own advertising agency. The Monroe Advertising Co., with temporary headquarters at 1250 Avenue of the Americas, New York. Among accounts new agency is handling are Universal International Pictures Co., J. Arthur Rank Enterprise and Winter Garden Theater, New York. Radio, in form of national spot campaigns and quarter-hour programs, will be used after Oct. 15.

LEONARD CARLTON, former WLIB New York program manager and prior to that with OWI, has joined Kenyon & Eckhardt, New York, where he will work on the producing staff of The Borden Co.'s "County Fair" program. Previous to his association with OWI Mr. Carlton was radio editor of the New York Post.

VERA LARKIN, former assistant casting director of Ruthrauff & Ryan, New York, has joined the radio production department of Compton Adv., New York, as casting director.

JEAN SIMPSON, former radio copy writer on "Aunt Jemima" for Sherman K. Ellis (now LaRoche & Ellis), Oct. 1 joins Knox Reeves Adv., Minneapolis, as copywriter on General Mills account.

TOM SLATER, former producer and announcer for MBS, has been appointed to the executive staff of Ruthrauff & Ryan, New York.

DON STAUFFER, vice president and partner of Sullivan, Stauffer, Colwell & Bayles, New York, is in Hollywood to look over West Coast offices and check on agency-produced programs originating from latter city.

HUBBELL ROBINSON Jr., New York vice president in charge of radio for Foote, Cone & Belding, is in Hollywood to check on agency-produced programs originating from that city.

JOHN BATES, radio director of J. M. Mathes Inc., New York, is in Hollywood for initial broadcast of CBS "Sparkle-time With Meredith Willson" on Oct. 4.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

THAT AIN'T HAY!

Mississippi's oat crop last year amounted to 9,000,000 bushels. This was a record yield of 37 bushels per acre. Twenty per cent more acres of oats were planted this year than the all-time record average of 1945.* Alert advertisers will see the opportunity for increased sales when this extra twenty per cent is added to the Mississippi farmers' gross income of $517,054,000 for 1945.

WJDX — the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.

* Miss. A&I Board

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

"RUSH HUGHES IS STARTING ON KXOK"
"YES, IN PERSO STARTING OCTOBER 7th
"RUSH HUGHES IS STARTING ON KXOK"
"YES, IN PERSO STARTING OCTOBER 7th
"RUSH HUGHES IS STARTING ON KXOK"
"YES, IN PERSO STARTING OCTOBER 7th

YES
RUSH HUGHES
IN PERSON
IS STARTING ON
KXOK
OCTOBER 7th

He's record-making, record-breaking A coast-to-coast Hooper hit with to ratings to the tune of 10, 11, 1 and 13. Rush Hughes is anothe addition to KXOK programming tha explains why more and more lis teners in St. Louis tune to 630 o their dial.

630 KILOCYCLES • 5,000 WATTS • FULL T

For Complete details, call a JOHN BLAIR representa

Owned and Operated by The St. Louis Star-T

THE TRUTH ABOUT RADIO RESEARCH METHODS

by

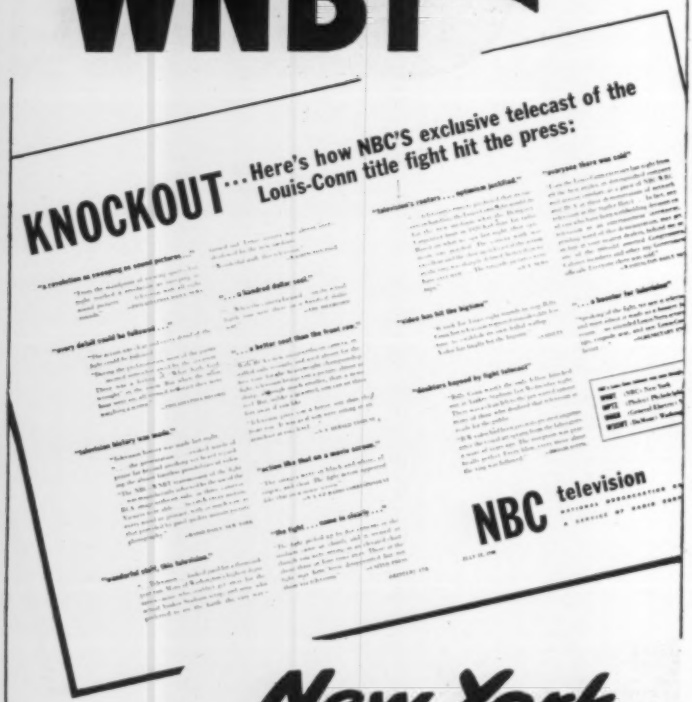
Edgar H. Felix

Director, Radio Coverage Reports

An analysis of the principal types of radio research, including co-incidental telephone, automatic tuning records, listener surveys and field intensity coverage maps; effect of survey methods upon findings; types of findings which discriminate against or favor stations in various situations; how the form of questioning influences returns; how to select and specify surveys to meet your sales problem; the accuracy of various types of investigation and how to analyze them. A critical study of the radio research situation of interest to station managers, time buyers, promotion directors and students of research. Based on intensive study and scores of interviews throughout the field by a pioneer in radio research, who prepared the first radio station coverage claim (WEAF, 1922), instituted the first field strength survey, the first listener mail compilation and the first nationwide listener study. RESERVE YOUR COPY NOW. ONLY AS MANY COPIES AS ARE RESERVED WILL BE PUBLISHED. ESTIMATED PRICE NOT TO EXCEED $6.75, BASED ON COST OF PREPARATION.

Address Post Office Box No. 241, Jackson Heights, N. Y.

WNBT



New York

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

▼

***78** other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.*

Printers' Ink

SPONSORS

KAY DAUMIT Inc., Chicago, has appointed Hill Blackett & Co., that city, to handle advertising for all other Daumit products and lines in addition to Lustre-Creme Shampoo. Agency has handled shampoo for 10 months.

HELLER BROS., New York (Juicy Gem oranges), has appointed John A. Finneran Co., New York, to handle advertising. Company is using participations on "Dorothy and Dick" program on WOR New York.

SAGE Labs., Chicago (air refresher), has started participations on six stations throughout the country, all for 13 weeks. On Sept. 23 the firm started thrice-weekly participations on the Creighton Stewart program on WCAU Philadelphia, on the "Woman's Radio Bazaar" on WTIC Hartford, Conn., and on the June Baker show on WGN Chicago. Today, Sept. 30, company starts thrice-weekly participations on "Norma Young's Happy Homes" show on KHJ Hollywood, on Jane Lee program on KPO San Francisco, and five-weekly on Bessie Beatty program on WOR New York. Agency is Paris & Peart, New York.

FEDERAL FILMS has appointed Buchanan & Co., New York, to handle its advertising campaign for new motion picture, "Carnegie Hall," now being produced in New York. Radio will be included with all other media in advertising campaign.

SUFFOLK FARMS PACKING Co., Boston (vegetable products), has signed with Yankee Network for 26-week series of variety shows, Sun., 2:45-3 p.m. starring "Happy Herb" Lewis. Sponsor has signed Mr. Lewis to three-year contract calling for exclusive use of his radio services. Agency is Hirshon-Garfield, Boston.

TIDEWATER ASSOC. OIL Co., San Francisco, will sponsor the full nine-game U. of Utah football schedule over the 14-station Intermountain Network.

STANDARD OIL Co. of Calif. will sponsor half-hour variety series, titled "Let George Do It," Fri., 9 p.m., over full Intermountain Network.

KOPY KAT, Washington, D. C., women's specialty chain, has signed to sponsor the ABC "Charm School of the Air" on WMAL Washington, Mon. through Fri. 5:45-6 p.m. Contract for 52 weeks was placed by Robert J. Enders Adv., Washington.

WILLIAM H. WISE & Co., (book publishers) has renewed its sponsorship of "Wiliam Lang", a commentary on ABC Tues. 11:45-12 noon. The contract, effective Sept. 17 for 52 weeks, was placed by Huber Hoge & Sons, New York.

SCHWARTZ & GRODIN, Oakland, Calif. (men's wear retail shop), has appointed Evers White Adv., Los Angeles, to place advertising. Firm will continue to sponsor Wednesday night fights on KLX Oakland and contemplates other area radio.

O'ROURKE of California, San Francisco (Castle men's hats), after an eight month interim, has re-appointed Garfield & Guild, San Francisco, to handle national advertising. Campaign details are to be ready in two weeks.

FAIRBANKS-MURRAY, Los Angeles (California decoratives, aluminum and copper giftware), has appointed Kemmerrer Inc., Hollywood, to handle advertising and sales promotion.

CALIFORNIA PACKING Corp., San Francisco (Del Monte coffee), in national campaign starting Oct. 14 will release new spot announcement schedule on select list of stations. Agency is McCann-Erickson, San Francisco.

WALTER LANTZ PRODUCTIONS, Hollywood (cartoon characters), has appointed J. W. Eccleston Jr. Adv., Los Angeles, to handle an extensive national advertising campaign.

EASE Inc., Los Angeles (soapless washing powder), has added to regional campaign with spot announcement schedule on XERB Rosarita Beach, Mexico. Contract is for 52 weeks. Dean Simons Adv., Hollywood, handles account.

RADNAI Inc., Philadelphia, is planning expanded campaign to emphasize 10-day trial of Radnai greaseless hand cream. Spot radio is included. Agency is J. M. Korn & Co., Philadelphia.

L. K. LIGGETT Co., Toronto (chain drug stores) has started quarter-hour weekly transcribed program "Drama of Medicine" on 11 Canadian stations. Agency is Ronalds Adv., Toronto.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. (proprietary), has added CKX and CJBR to large list of stations for twice daily flash announcements for one year. Agency is Ardiel Adv., Oakville.

GENERAL FOODS, Toronto (Maxwell House coffee) is starting twice daily spot announcements five days weekly on a number of Canadian stations. Agency is Baker Adv., Toronto.

RELIABLE TOY Co., Toronto (toys and plastics), Oct. 28-Dec. 21 is using thrice-weekly spot announcements in all major Canadian markets. Agency is Ronalds Adv., Toronto.

FRED A. LALLEMAND Co., Montreal (yeast) has started one minute spot announcement campaign on a number of Canadian stations and is expanding to other markets. Agency is Harold F. Stanfield Ltd., Montreal.

CONTINENTAL CASUALTY INSURANCE Co., Toronto, is testing transcribed program on CKCO Ottawa. Agency is Tandy Adv., Toronto.

METROPOLITAN LIFE INSURANCE Co., Ottawa, is starting five minute transcribed show on a number of Canadian stations. Agency is Young & Rubicam, New York.

Worthy of an Engineer's Careful Consideration

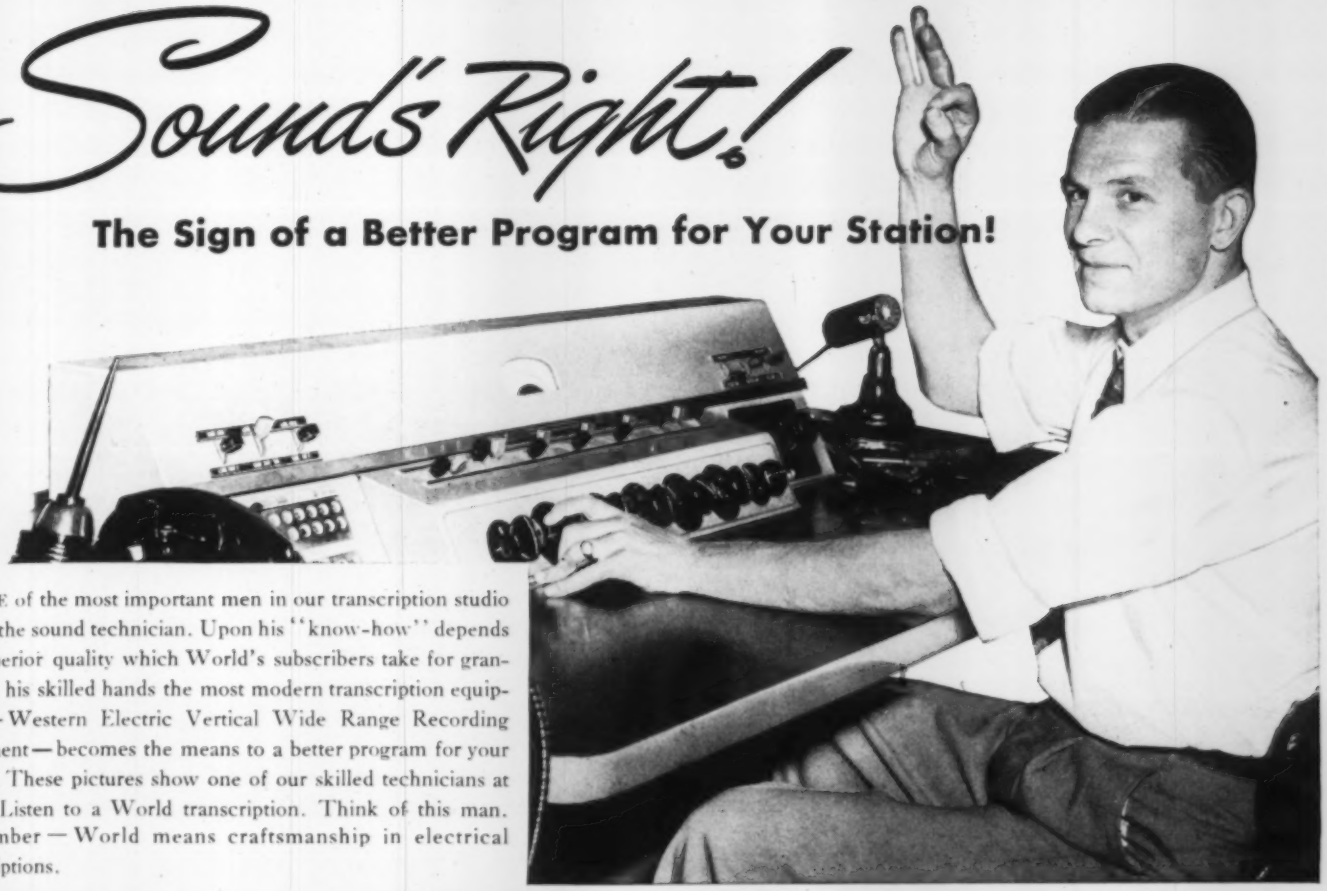
THE 108 SERIES· AMPLIFIERS

The 108 Series Amplifiers consist of Types A, B, C and D. The "A" is designed to be employed as a high-power monitoring amplifier and has a bridging and 600 ohm input; the "B" is a high-gain amplifier designed to operate from a source impedance of 30 or 250 ohms; the "C" is a combination of the "A" and the "B"; and the "D" supplies two high-gain input stages as described for the 108-B.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23 · SAN FRANCISCO 1050 Howard St. 3 · LOS ANGELES 1000 N. Seward St. 38

Sound's Right!

The Sign of a Better Program for Your Station!



ONE of the most important men in our transcription studio is the sound technician. Upon his "know-how" depends the superior quality which World's subscribers take for granted. In his skilled hands the most modern transcription equipment—Western Electric Vertical Wide Range Recording equipment—becomes the means to a better program for your station. These pictures show one of our skilled technicians at work. Listen to a World transcription. Think of this man. Remember—World means craftsmanship in electrical transcriptions.

Quarterbacking the recording session, the sound technician arranges musicians around the World microphone in such a manner that no part of the melody will be lost . . . no unblended note will creep through. His untiring efforts assure your listeners of unexcelled clarity and brilliance—life-like reproduction.

This is it—the final cutting! Star—in this case Bob Eberly—director and sound man combine their skills to produce another World-famous transcription. Another program unit starts toward its place in your World Library. Another in over 4,000 selections which you can offer prospective sponsors . . . with which you can build better programs.

WORLD LIBRARY

Builds better programs

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

It happened on NBC

STORY OF A CLUB ★ Every evening millions of Americans occupy reserved tables at the Chesterfield Supper Club. There are no charges of any kind, no tipping, and the only things sold are Chesterfield Cigarettes. The regular celebrities include singing stars Perry Como and Jo Stafford, the Satisfiers with Helen Carroll, Lloyd Shaffer's Orchestra and Martin Block of the smoke-dreamy voice and Lord Chesterfield mike-manners.

In addition, each night brings guest stars—famed personalities from the Radio City Air-Rialto, comedians and entertainers from Broadway bistros and theaters, and babes who found their way in the Hollywoods. After all this had been on NBC for only two months—in February, 1945—the Chesterfield Supper Club was voted favorite fifteen-minute program by the nation's radio editors and columnists in the 1945 Billboard Poll. This distinction was repeated in the 1946 Billboard Poll.

The winner of many honors and awards himself, and the seventh son of a seventh son, there has been nothing mystical about handsome Perry Como's sensational rise to fame. He was a barber in small town Canonsburg, Pennsylvania, when

he was discovered by Ted Weems, and given a singing spot with the Weems orchestra. Night clubs, the movies, a singing engagement on the Fibber McGee and Molly show, best-selling records for RCA-Victor—all these came quickly, culminating in the role of singing master of ceremonies of the Chesterfield Supper Club. Como fan clubs flourish from Cape Cod to Cucamonga.

Feminine star of the Chesterfield Supper Club is lovely Jo Stafford, who made her radio debut at the age of 11 on an amateur show in California. Later Jo was a member of the Pied Pipers, vocal group. She made her solo bow on the Chesterfield Supper Club, and proceeded to win award after award and blossom into a leading night club and recording star.

How to operate a night club? Decorate with sparklers like Perry Como and Jo Stafford, invite the greatest audience in the world—the NBC audience—route it on the superlative NBC facilities, and bill it in the company of other great shows heard on NBC. The result: five nights each week millions of American homes take on the distinctive audible décor of the Chesterfield Supper Club.

NBC
A Service of Radio Corporation of America

. . . the National Broadcasting Company

TECHNICAL

EARL ALLISON MERRYMAN, two-war Navy radio veteran, has been appointed first assistant to **LAMAR NEWCOMB**, chief engineer of WARL Arlington, Va. Mr. Merryman returns to commercial radio after four years with the Navy in charge of all radar and radio installations in the PT bases in the South Pacific. He began his radio career in 1914 as an amateur at the age of 13. Several years later he became chief radioman on a Navy transport. He is former chief engineer of U. S. Recording Co. 1940-1942 Mr. Merryman was with FCC as monitoring officer. He re-enlisted in the Navy in 1942.

ODELL HARTIS has joined the engineering staff of WSOC Charlotte, N. C.

ADELBERT KELLY, formerly at WSYR Syracuse, has been named chief engineer of WINR Binghamton, N. Y.

HARRY NICEWINTERS, engineer for WIBG Philadelphia, is the father of a girl.

EDWARD de la PENA, chief engineer, 6000 Sunset Radio Center Broadcast & Recording Studios, Hollywood, Sept. 14 married Jean Penny in Los Angeles.

E. D. SCOTT, returned as colonel from service of 5½ years with the Canadian Army, has been appointed superintendent of broadcast services of Canadian Pacific Railway, whose telegraph lines are used for network landlines. **GORDON S. BENNETT**, who took Mr. Scott's place while overseas, has been appointed assistant superintendent of broadcast services.

JACK JOPLING, chief engineer of WGAC Augusta, Ga., is the father of a boy born Sept. 18.

MISCHA PELZ, former studio supervisor of Don Lee Broadcasting System, Hollywood, has shifted to CBS engineering department as studio technician for mixing.

JOSEPH GERL, president of Sonora Radio and Television Corp., Sept. 19 addressed the Kiwanis Club of Charlotte, N. C., on "Television." Recording of address was carried by WBT Charlotte.

EMMIT THOMAS KELLEY Jr., engineer at WSB Atlanta, Ga., is the father of a boy, Emitt Thomas III.

THOR LE CROIX, vice president of NABET, and **JAMES BROWN**, local chairman of Los Angeles NABET, will fly to Denver for union's annual convention Oct. 13-20.

MEL CODY, studio engineering supervisor of KMPC Hollywood, reported for Army induction on Sept. 19.

WILLIAM F. FRANKHART, former chief radio engineer for Precision Specialties Inc., Los Angeles, has been appointed senior radio project engineer for Lear Inc., Grand Rapids, Mich.

DONALD J. LEE, engineer at WLAW Lawrence, Mass., Sept. 22 married Lois E. Ladd of Portland, Me.

PROMOTION

JAMES CULLEN, Jr., Navy veteran who first joined WKRC Cincinnati in 1939, has been named by that station to head new dealer relations department of WCTS, FM adjunct of WKRC to begin operations by next January. To further boost FM, station will devote considerable broadcast time to the new facility.

ROBERT BLAKE, WOR New York feature editor, also has been assigned the duties of trade editor in the station's publicity department.

HELEN BRATTRUD, CBS New York women's and fashion editor, arrived in Hollywood last week to confer with **MARJORIE LARKIN**, Western Division fashion editor, and **LLOYD BROWNFIELD**, network West Coast press chief.

ARTHUR E. LATHROP Jr., Yankee Network director of merchandising, is teaching course in advertising principles at evening division of Boston U. College of Business. Course started Sept. 23.

RICHARD PACK director of publicity, WOR New York, is to teach an evening course in radio publicity and promotion at New York U. Course, which starts Sept. 30, is part of the radio program of the Division of General Education, the university's adult branch.

FRED REINHARDT, station relations director of WJPF Herrin, Ill., has been chosen a delegate to the National Convention of the American Legion in San Francisco. He will represent 25th District, Department of Illinois. While on the West Coast Sept. 29-Oct. 5 he will write reports for WJPF broadcasts.

Poetry Contest

NATION-WIDE amateur poetry contest has been announced by Sammy Kaye in connection with his "Sunday Serenade" ABC program, Sun. 1:30-2 p.m. Prizes totaling $1300 will be awarded to the winners whose entries will be accepted between Oct. 1 and midnight on Feb. 27, 1947, and will be published in the second edition of the Sunday Serenade Book of Poetry. Best poems also will be read by Mr. Kaye on his weekly Sunday broadcasts. Judges are Kate Smith, Ted Malone and Vernon Pope, editor of Pageant Magazine, which will publish winning poem. "Sammy Kaye's Sunday Serenade" is sponsored by Raymond Labs., St. Paul, Minn., through Roche, Williams & Cleary, New York.

Boosts School

KMJ Fresno, Calif., to promote its Radio School for Teachers, has developed a folder explaining curriculum and providing admission ticket. Course is conducted twice weekly for 80 minutes at no cost. Among McClatchy Broadcasting Co. lecturers are: Francis Frater, educational director; Emil Martin, program director; Norman D. Webster, technical director, and Hamilton L. Hintz, agricultural editor. NBC Hollywood lecturers include Jennings Pierce, Western Division station relations manager, and John Cameron Swayze, Western Division manger of news and special events. Judith Waller, NBC Central Division director of public service, also will speak.

Publicity Tie-in

NATIONAL SHOE STORES, New York, in a publicity tie-in with United Artists Corp., New York, is using the theme "Hollywood Has Come to National Shoes" in its advertising copy for women's shoes. Commercials on firm's quarter-hour programs and spot announcements on WMCA, WNEW and WOV New York are promoting the "Cleopatra Sandal," worn by Vivien Leigh, star of latest United Artists release, "Caesar and Cleopatra." Similar promotions will be used by shoe company on forthcoming films. Agency for National Shoes is Emil Mogul Co., New York.

Esso Presentation

COLORFUL promotion brochure prepared by Standard Oil Co. of New Jersey, Esso Marketers, is being mailed to public officials whose comments on driving safety are used in Esso news program, sponsored on 40 stations six times weekly as well as on television outlet WNBT New York. The quotes used are those of motor vehicle commissioners of Delaware, Vermont and New Jersey. Each receives copy of his message and list of stations upon which it was aired. Esso agency is Marshalk & Pratt, New York.

Time Change Promotion

KFI Los Angeles has planned extensive car card campaign to inform listeners of new program times which follow cessation of daylight savings time in East. Utilizing 1,443 vehicles for three months, station will distribute 2,000,000 program listings by means of pockets attached to car cards. In addition KFI will use 150 billboards throughout Los Angeles area to promote programs.

WHIT House Organ

MONTHLY listener newspaper is being published by WHIT New Bern, N. C., under title of WHIT Mike Notes. Vol. 1, No. 1 is dated September, contains night photo of station as well as of personalities identified with the station. Notes about programs, sponsors and Mutual talent is presented.

Here's a network-calibre transcription show

in the { *public* / *listener's* / *sponsor's* } interest

"Keeping up with the Wigglesworths"

HOUSING
LOAN SHARKS
SMALL BUSINESS
INFLATION
VETERANS
TAXES
JOBS
SHORTAGES

—an entertaining, interest-packed series dramatizing economic problems-of-the-day in terms the whole family understands and enjoys—lively episodes from the homely happenings and true-to-life adventures of a typical American family, the Wigglesworths.

Top talent . . . direction . . . music!

Produced by Laurence Hammond—original music by Lloyd Shaffer—an all-star cast including Jack Ayres, Floyd Buckley, Eunice Howard, Bill Adams, Anthony Rivers, Marilyn Erskine, Susan Douglas.

- Now available for local and regional use on a sustaining or sponsorship basis—exclusive in each market.
- 78 fifteen minute open-end WORLD transcriptions, each a complete episode—providing ample time for announcements.
- Costs only $3 to $10 per program (based on station power) because it is *produced as a non-profit public service.** Same low price whether you sell sponsorship or use as sustainer.
- Currently scheduled on over 40 of America's leading stations, including:

WOR New York, N. Y. **WJW** Cleveland, Ohio **WAGA** Atlanta, Ga.
WHAS Louisville, Ky. **WKRC** Cincinnati, Ohio **WFBR** Baltimore, Md.
WWL New Orleans, La. **WMC** Memphis, Tenn. **WHEC** Rochester, N. Y.

For audition discs and further details, write, wire or phone

NEW TOOLS FOR LEARNING*

Helen Gill, Manager
280 Madison Avenue, New York 16, N. Y., Tel. LExington 2-8076

* A non-profit organization for the promotion of economic education

"BUT MR. CULPEPPER, A NERN STATION SAID THIS NEW FAN WOULD CUT DOWN OFFICE FATIGUE."

And smooth everyone out, too — including the boss. When he recovers his balance he will discover that his well-intentioned secretary had only his welfare at heart—and that heart belonged to a NERN station. Naturally, she wanted the biggest and the best—even though it was designed for use at Willow Run.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England -- where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation s retailed goods are consumed annually

New England — where 11% of the capital resources of U S banks are held.

NERN TIME

A day-time quarter-hour costs only $296.

No line charges.

Free studio facilities in Boston, Hartford or New York.

Nationally represented by

WEED & COMPANY

New York Boston Chicago Atlanta Detroit San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

PROGRAMS

THE PROGRAM schedule for the reshuffle of CBS developed programs in the 5:30-6 p.m. period [BROADCASTING, Sept. 23] were announced last week by Davidson Taylor, CBS vice president and director of programs, as follows: Monday, "Oklahoma Roundup"; Tuesday, temporarily filled by "The Chicagoans," to be replaced by a new program; Wednesday, "Theatre of Romance"; Thursday, "Hawk Larabee"; Friday, "That's Life" with Jay C. Flippen as m.c.

In addition to the afternoon strip, a musical half hour will be set aside from 11:30 to 12 p.m., Sunday through Thursday, starting Oct. 6. Sunday will feature "Music You'd Know"; Monday, "Eileen Farrell"; Tuesday, series undecided; Wednesday, Bernard Hermann and CBS orchestra in "Invitation to Learning"; Thursday, new series to accent youth in music and to be presented in cooperation with Julliard School of Music.

Concert Auditions

AUDITIONS for soloists 12-17 years are being held for the second successive year by the Young People's Concerts Committee of the New York Philharmonic-Symphony, with semi-finalists appearing in a series of 10 broadcasts on WQXR New York. Preliminary auditions, which are open to pianists, violinists, violists and cellists, will be held in January and February 1947, with five soloists chosen from the semi-finalists to appear with a symphony orchestra. Enrollments are being currently accepted and applications are obtainable from the New York Philharmonic-Symphony Society, Young People's Concerts Auditions, Room 1609, 113 W. 57 St., New York 19, N. Y. Contest is open to young people in the area covered by WQXR New York, includes New York State, New Jersey, Pennsylvania and New England.

Pre-Game Buildup

WIRE RECORDERS of WELO Tupelo, WCBI Columbus and WMOX Meridian, Miss., have been busy past week preparing series of five-minute programs of interviews with football stars and coaches of Mississippi State and U. of Mississippi. Programs will be used as pre-game buildup for play-by-play accounts of grid contests on Mid South Network.

Job Help

AS a public service, "Jobs Incorporated," weekly 30-minute program is conducted on KRNR Roseburg, Ore., by Marshall Pengra, station manager, and Al Cordon, staff announcer. Augmented by live music and guest speakers, program is divided into five segments. They include listings by people who are job hunting; help-wanted listings by local business concerns; comprehensive weekly resume of labor picture by local U. S. Employment Service manager; success story department wherein accomplishments of previous week's program are listed; and a housing department listing availabilities that are not listed with real estate offices.

Negro Auditions

FIRST AUDITIONS were held Sept. 21 by WBBM Chicago to select a list of qualified Negro actors to augment those already on call from Skyloft Players of the Parkway Community Center for "Democracy, U. S. A." series. Latter group has appeared exclusively on program since its debut last May. WBBM hopes it will be able to improve quality of talent since it inaugerated policy of paying AFRA scale for Negro actors Sept. 14. "Democracy, U. S. A." is heard at new time, Sun. 10:30-10:45 p.m.

Delinquency Series

JUVENILE DELINQUENCY and its cure will be gone into during weekly public service dramatic series, "Are These Our Children?," which starts on ABC stations today (Sept. 29). With information from case histories of juvenile delinquency courts, frank and outspoken dramas will point out how much of blame is traceable directly to parents, schools, communities and the law. Blue Wright, ABC San Francisco producer, directs series. Richard Breen is script writer.

Give Away Show

HARD-TO-GET items are given away during twice-weekly 30-minute "Radio Market Basket" on KGY Olympia, Wash. Conducted by J. Harris Dorr, commercial manager, format includes Lou Crandall at the piano fulfilling listener requests. Each broadcast carries from 12 to 15 commercial announcements with a "mystery tune" thrown in for listeners to identify via telephone. Correct title results in merchandising gifts or awards.

Red Feather Aid

FOUR NETWORKS in Hollywood have agreed to collaborate on Hollywood's Red Feather campaign to produce a radio salute at Hollywood Bowl Oct. 11. Production will be handled by Charles Vanda, CBS Hollywood executive producer, assisted by Howard Wiley and Norman Ostby, ABC; Bob Forward, MBS; Seymour Berns, CBS, and Paul Pierce, script editor. Irving Landy will coordinate planning and presentation.

High School Sports News

WEEKLY program of high school sports news and interviews with school sports stars begins Oct. 4 on KRKD Los Angeles under sponsorship of Voit Rubber Co., maker of rubber-covered athletic equipment, and Helms Athletic Foundation, both of Los Angeles. Titled "The Voit Prep-Parade," program is signed for 13 weeks by Hixson-O'Donnell Adv., that city.

Veterans' Counsel

DEVOTED to current veterans affairs and problems, a new program, "State Your Case," started Sept. 27 on WNEW New York, Fri. 9:15-9:30 p.m. Produced in cooperation with New York Radio Division of the Veterans Adm., program presents chapter members of various veterans' organizations who place their views and questions before Veterans Adm. executives, experts on various phases of the Federal Government's VA program for ex-service men and women.

Festival Tie-in

WEEKLY series of WTAG Worcester, Mass., designed to acquaint youth with the classes, "Make Friends With Music," is being planned around forthcoming Young Peoples Concert of the Worcester Music Festival. Station also has started new five-weekly series, "Friendly Neighbor," conducted by Ed White. Poetry, human interest stories and personal problem counsel are featured.

Explains Disturbances

IN RESPONSE to repeated complaints from airport area homeowners concerning increasingly heavy airplane noise, KLZ Denver sent special events crew aloft to record interviews with CAA and airline officials to explain necessity for taking off in various directions.

Grid Stimulus

WEEKLY series designed to promote interest in high school football games is being conducted by WSGN Birmingham. Each Wednesday evening a high school is saluted, with coach, team captain and stars interviewed, along with miniature pep rally and Saturday forecast.

WINR Morning Frolic

MORNING program started by WINR Binghamton, N. Y., "Coffee at the Community," treats audience to free doughnuts and coffee, plus quizes and gags. Awarding prizes to participants and conducted by Jan Costley, program is aired five-weekly from local restaurant.

Teen-Age Disc Show

KIDO Boise, Idaho, has started Sat. 1-2 p.m. all-request record show for teen-age group. Program is titled "KIDO Campus Carnival."

Minneapolis Origination

MBS "Queen For a Day" originates in Minneapolis Oct. 28-29, Milwaukee Oct. 30-Nov. 1, then returning to Hollywood.

fall..

. . Schedules on WLAP will produce SALES RESULTS

Serving The Rich *Bluegrass Market* (Kentucky's 2nd) Since 1933

- WLAP has the listener loyalty and response earned by 13 years of progressive broadcasting. Write us for our latest Hooper statistics.
- WLAP has a record of 90% renewals on local accounts. This spells but one thing . . . Sales Results.
- WLAP's Promotion Department has gained nation-wide recognition through their year-around intelligent promotional efforts. A "Bonus" for advertisers.
- WLAP serves the populous area of the rich, concentrated Bluegrass market, assuring you of dominant coverage at low cost.

— ABC AFFILIATE —

WLAP
A NUNN STATION

MILLER WELCH, Manager
Lexington, Ky.

Nunn Stations: WLAP, Lexington, Ky.; WMOB, Mobile, Ala.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn.; WCMI, Ashland, Ky.-Huntington, W. Va.

ASK A JOHN E. PEARSON REPRESENTATIVE FOR THE FACTS

"the best location in the nation"*

* A bow to the Cleveland Electric Illuminating Company which has helped to attract more than 100 new industries to Northeastern Ohio, making this a still richer and more active market place.

also has its Favorite Station

A Basic Station of the Columbia Network

Things are happening in Cleveland and Northeastern Ohio . . . "the best location in the nation" for industry and for record-breaking sales during the coming year . . . Employment has soared beyond the half million mark . . . new retail businesses are blooming (68% more than in 1940) . . . More than one million convention visitors in Cleveland's Sesquicentennial Year have put fifty million more dollars into circulation . . . another one hundred twenty million is going into city-county face lifting, harbor improvements and new subways . . . And here, folks have a habit of tuning to WGAR, for the Friendly Station is the "favorite station" in "the best location in the nation."

Free Speech Mike Says:
"There always are plenty of the good things of life for people who stay free . . . free to live, to work, to worship, to speak as they please."

Edward Petry & Co., National Representatives